MAY 5, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

What Happened to NEVADA?

The WLS National Barn Dance offered a Barn Dance cut-out for 10 cents, on *one* half hour program, 10 to 10:30 p.m. CST.

6,735 people sent in their dimes—from 47 states, District of Columbia, and Canada . . . but not one from Nevada!

● FROM A SALES MANAGER'S VIEWPOINT

- One 30-minute program on one station, WLS, drew 6,735 letters, each containing ten cents.
- One 30-minute program on one station, WLS, drew mail from 47 states!
- 162 requests came from New York state, 356 from Pennsylvania, though the time was 11 p.m. in those states.
- This half-hour segment of the WLS National Barn Dance is now available for your advertising.
- See a John Blair man today.

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER President

GLENN SNYDER Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

"We've Always Felt this Way, Mr. Drake"*

. . . quoted from a recent ABC broadcast for Kelloggs, by Galen Drake:

WHAT IS A CUSTOMER?

A customer is the most important person ever in this office or store, or factory, either in person or by mail.

A customer is not dependent on us. We are dependent on him.

A customer is not an interruption of our work; he is the purpose of it. We are not doing him a favor by serving him; he is doing us a favor by giving us an opportunity to do so.

A customer is not an outsider to our business; he is part of it.

A customer is not a cold statistic . . . a name on a filing card or a ledger sheet. He is a flesh-and-blood human being, with biases, prejudices, feelings and emotions like our own.

A customer is not someone to argue with. Nobody ever won an argument with a customer.

A customer is a person who brings us his wants. It's our job to fill them profitably . . . to him and to ourselves.

* **Our customers are two . . . the people who listen and the advertisers who buy our time.**

* **How well KRNT has served the people who listen has been demonstrated again and again and again by C. E. Hooper, Inc.**

* **How well KRNT has served its advertisers is demonstrated by the fact that men in advertising offices throughout the nation say, "It's profitable to do business with the Cowles station in Des Moines."**

KRNT

A Cowles Station • **DES MOINES**

THE KATZ AGENCY

THE

ANSWER MAN

6:30 to 6:45 P.M.

Monday thru Saturday

WEAN, Providence

Sponsored by BOND CLOTHES

Heard on these stations and available for sponsorship

WNAC, Boston WAAB, Worcester WMTW, Portland WONS, Hartford

Also available for the entire Yankee Network

Top Hooperating for Boston 7.6 for 6:30 – 6:45 P.M. period, December 1946 – January 1947. Hooperating never lower than 6.8 since program started in May 1945.

Fifteen minutes of accurate, rapid-fire answers to listeners' questions. An average of 225 questions answered each week, as many as possible on the air and the balance by personal letters from the Answer Man.

All-family appeal, demonstrated by daily mail and consumer surveys, and the steady demand for personal appearances before school groups, clubs and civic organizations attest the high entertainment value of the Answer Man.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

UPON COMPLETION of clear channel proceedings before FCC expected prior to year's end, John H. DeWitt Jr. will return to WSM, Nashville 50,000 w clear channel outlet, as president. Prior to war, in which he distinguished himself in Signal Corps radar development, Col. DeWitt was chief engineer of WSM. Since separation from service year ago, he has supervised CCBS engineering work. Harry Stone, vice president and general manager of WSM, continues as operations head.

SPLIT LOOMS between Carl Wester and Irna Phillips, partners in hour-long NBC soap opera segments sponsored by General Mills. Neither side would confirm, but it's known agency and sponsor have ordered curtain of silence. First move apparent is upcoming sponsorship of *Guiding Light* on CBS for Procter & Gamble starting June 2.

P&G (Drene) on June 1 will drop *Don Ameche Show* on NBC but keep time until July 1. Currently preparing another show for June. Reason for dropping Ameche most likely rating trouble. Account's future plans include radio. Kastor-Farrell, Chesley & Clifford, N. Y., is agency.

IT'S 50-50 bet that hearing on FCC's FM channel reallocation plan [BROADCASTING, April 14] won't be held May 8-9 (Thursday, Friday) as planned. Only one or two briefs filed by May 1 deadline and careful examination of these may show readjustments can be made, if deemed advisable, without need for full-dress hearing.

ANALYSIS of FCC decisions during past year indicates four primary factors taken into account in favorable actions on new applications are (1) integration of ownership with management; (2) local residence; (3) broadcast experience; (4) Section 307 (b) of Communications Act providing for equitable distribution of facilities geographically. Of course with certain FCC members program promises (i.e., Blue Book boxscore) are perhaps salient ingredient.

THAT SECTION 307 (b) is basis for new study undertaken by FCC staff to determine what would constitute equitable assignment of standard stations in given cities in relation to existing allocations. Such blueprint presumably would be used in evaluating mutually exclusive applications for new stations in same geographical areas, taking into account frequency and conductivity.

UNLESS there is sudden about-face, both NBC and CBS will carry through plans to withdraw from active membership in NAB at Board meeting in Washington May 21-22. Each pays roughly $30,000 annually in dues and automatically gets "House of Lords" member on NAB Board. Networks likely will accept associate status, along with MBS which

(Continued on Page 94)

Upcoming

May 5: Closing sessions, Ohio State U. Institute for Education by Radio, Columbus.

May 5: International Broadcasting Licensees Meeting at State Dept., Washington.

May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.

May 7-8: RMA Industrial Relations Seminar, Hotel Pennsylvania, New York.

May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.

(Other Upcomings Page 93)

Bulletins

PETRILLO CASE to be argued today (May 5), Supreme Court announced late Friday. Attorneys for Government are Robert Stern and Douglas McGregor; for AFM, Joseph Padway and Henry Kaiser (early story page 15).

DAVID SARNOFF, RCA president, tentatively scheduled to speak at RMA banquet June 12 during Chicago convention at Stevens. FCC Chairman Denny also has tentatively accepted RMA invitation to speak. Principal RMA divisions and committees to meet during June 10-12 proceedings.

FIFTY STATIONS have signed with BMB for second survey to be conducted in March 1948, BMB reported Friday. Stations located in 24 States, include affiliates of all four national networks as well as independents, range from 250 w to 50 kw and include many new subscribers.

CBS discharged group of television directors and engineers Friday. Network announced all studio television programs stopped; will concentrate on actuality broadcasts such as sports and special events.

STANDARD OIL Co., N. J., to devote 2,000 spot messages to highway safety during summer pre-holiday weeks.

Business Briefly

PRUDENTIAL SUB ● Prudential Insurance Co. replacing *Family Hour* series Sun., 5-5:30 p.m., on CBS, with light music. Charles Fredericks to be male singer, feminine not yet selected. Agency, Benton & Bowles, N. Y.

DUFFY REPLACEMENT ● Bristol-Myers Co. replacing *Duffys Tavern*, NBC Wed., 9:30-10 p.m. with Jinx Falkenburg and Tex McCrary, July 2 to Oct. 1. Agency, Young & Rubicam, N. Y.

GENERAL FOODS INTERIM ● General Foods replaces *Fannie Brice Show* Aug. 1 with Gorden Macrae, baritone, for five weeks after eight-week hiatus. Agency, Young & Rubicam, N. Y.

REPLACES FIBBER ● Fred Waring show again replaces Fibber McGee 15 weeks starting June 15 for Johnson wax on NBC.

U. S. INDUSTRY LEADERS TO CONFER WITH MARSHALL

SECRETARY OF STATE Marshall, top Congressional leaders meet with licensees today (May 5) to get legislative support for minimum funds to continue international broadcasting after July 1 (early story page 82). Bottom figure needed for overseas shortwave about $5,000,000. Expected to attend were:

FCC Chairman Charles Denny; Assistant Secretary of State William Benton; Undersecretary of State Dean Acheson; Lt. Gen. W. Bedell Smith, Ambassador to Moscow (arrived in Washington Saturday for consultation); William T. Stone, director, Office of International Information & Cultural Affairs; David Sarnoff, president, RCA; Wesley I. Dumm, Associated Broadcasters of California; Walter Lemmon, Worldwide Broadcasting Foundation; James D. Shouse, Crosley Corp.; Philip Reed, General Electric Co.; Walter Evans, Westinghouse Electric Co.; James Lawrence Fly; Maj. Gen. Hoyt Vandenberg, Central Intelligence Group; Niles Trammell, NBC; William S. Paley, CBS.

Congressional leaders invited include: Senators Arthur H. Vandenberg (R-Mich.); Alben Barkley (D-Ky.); Tom Connally (D-Tex.); Carl A. Hatch (D-N. Mex.); Walter E. George (D-Ga.); Styles Bridges (R-N. H.); Patrick McCarran (D-Nev.); Joseph H. Ball (R-Minn.); Charles W. Tobey (R-N. H.); Edwin C. Johnson (D-Colo.); and Brian McMahon (D-Conn.). From the House, Representatives Joseph W. Martin (R-Mass.); Sam Rayburn (D-Tex.); Charles A. Eaton (R-N. J.); Sol Bloom (D-N. Y.); John Taber (R-N. Y.); Clarence Cannon (D-Mo.); Karl Stefan (R.-Neb.); Charles A. Wolverton (R-N. J.); Clarence F. Lea (D-Cal.). Brig. Gen. Frank E. Stoner, UN communications chief, will attend.

ABC Leads Ohio State U. Program Awards

FOURTEEN first awards for 12 classifications of programs announced by Ohio State U. Institute for Education by Radio at 17th meeting May 2-5 which opened Friday at Columbus.

Of total, ABC won lion's share, NBC and CBS won three each, MBS won one and Canadian Broadcasting Corp. two.

Classifications of programs and winners of first awards follow:

Religious programs, "The Eternal Light" produced by Jewish Theological Seminary of America, NBC.

Agricultural: "Columbia's Country Journal", CBS.

Cultural: "Theatre Guild of the Air", planned and produced by Theatre Guild, ABC. Another first award in this classification went to NBC Symphony, NBC.

Personal and social problems: "Are These Our Children?", ABC.

News Interpretation: Raymond Swing, ABC.

Civic and Service Organizations: "Doctors—Then and Now", NBC.

International Understanding: "World Security Workshop," planned and produced by United World Federalists Inc., ABC.

Special onetime broadcasts (three firsts): To CBS for documentary unit programs "The Eagles Brood" and "The Empty Noose"; to ABC for "School Teacher—1947" and "Hiroshima End All", and "The Patient and the Visitor", CBC.

Children's Out of School Listening: "The American School of the Air", CBS; another first in this category to CBC for over-all excellence of its children's programs.

Teen-Agers Shows: "It's Up to Youth", MBS.

One of a series. ***Facts*** *on radio listening in the Intermountain West*

HOOPER* SURVEY REVEALS . . .

THESE INTERMOUNTAIN NETWORK STATIONS HAVE 82% to 92% OF THE AUDIENCE

in their home town markets in Utah, Wyoming, Montana

15 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KWYO, Sheridan
KDFN, Casper
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

STATION, CITY & STATE	INTERMOUNTAIN NETWORK STATION	ALL OTHER NETWORK STATIONS COMBINED
KVRS Rock Springs, Wyoming	92.8% of the audience	7.2% of the audience
KRJF Miles City, Montana	82.5% of the audience	17.2% of the audience
KOAL Price, Utah	90.4% of the audience	9.6% of the audience

* Hooper Station Listening Index Winter, 1947. Daytime index Monday thru Friday, 8:00 a.m. to 6:00 p.m.

AND NOTE THIS: Even in the competitive Salt Lake Metropolitan Market (Salt Lake, Ogden, Provo) the Intermountain Network stations are FIRST in daytime listening.

Ask Avery-Knodel Inc. for details!

THE *New* INTERMOUNTAIN NETWORK

Concentrated Coverage where the people live

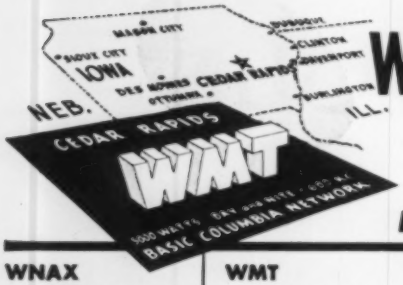
reach a richer market in Eastern Iowa with

Iowa's farms are more numerous, better equipped, smaller than other U. S. farms. That's part of the WMTland market story revealed by the Iowa Development Commission.

Some others: Iowa farms are 91% radio-equipped as compared to 72.7% for U. S. farms as a whole. And cash receipts from farm marketing are over twice as large in Iowa as elsewhere.

Small wonder more and more dollar-smart time buyers choose the rich Eastern Iowa market, blanket it with WMT.

And that's only half of the "twin market" picture. Half of Iowa's prosperous income is industrial. You get both with WMT. Ask your Katz representative.



Mid-States Group

WNAX	WMT	KRNT
Yankton-Sioux City	Cedar Rapids	Des Moines

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Record-Breaking Total Grants by FCC 13
Unions Buying Time for Campaign 13
Hooper Raising Rates 14
Simpler FCC Questionnaire Studied 15
AFM Brief Answers Federal Charges 15
NAB Roanoke, Birmingham Meetings 16
U. S., Mexico Radio Cover Aleman Trip 16
RCA Shows Electronic Color Video 18
NAB, RMA Map 2-Way Promotion Drive 20
AAAA Announces New Officers, Governors 24
Best Average Seasonal Ratings Listed 29
BROADCASTING TRENDS
Agencies Prefer Yearly Discount Plan 29
Seasonal Hooperating Issued 29
Marshall Backs 'Voice of America' 82
Taber Charges OIC With Inefficiency 82
Radio Serves in Another Emergency 84
WOKO Files New Continuation Plea 90
Florida, Alabama Groups Name Officers 93

DEPARTMENTS

Agencies	58	Our Respects to	50
Allied Arts	59	Production	74
Commercial	54	Programs	56
Editorial	50	Promotion	76
FCC Actions	66	Sid Hix	14
Management	52	Sponsors	50
Network Boxscore	14	Technical	62
News	61	Upcoming	93

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Elizabeth Jo Halley, Irving Marder, Mary Zurhorst; EDITORIAL ASSISTANTS: Jocelyn Brown, Grace Hargrove, Marie Palmer, Frances Tymann.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS
MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION
WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Joseph M. Sitrick, Patricia Ryden. Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.
® Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 20¢ PER COPY

BUILDING A FUTURE

Every house built cuts into the critical shortage and builds a future market . . . Construction of 2,090 family units during 1946 was a step toward solving the problem in the Nashville area. The $11,-118,525 spent for this work helped keep employment high and created a greater potential market for your products . . . And you can make the most of this sales potential by reaching the large audience who turn to WSIX.

AMERICAN • MUTUAL
5,000 WATTS 980 K C

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by THE KATZ AGENCY, Inc.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

C
EDWARD PETRY AND CO. INC.

Coverage!

• Spot Radio is the one way to fit radio coverage exactly to your needs.

Only with Spot Radio can you hand-pick the markets, the stations, and the times for your selling messages. Only with Spot Radio can you vary the frequencies, volume, and cost to match your sales problems.

The *only* way to localize your radio effort is with fast-acting, penetrating Spot Broadcasting. The *best* way to assure the success of your campaign is to use the finer facilities of these fine radio stations.

AVAILABLE!

This first study of its kind measures the audience of radio *commercials!* Brochure explains technique and scores. Write us on your letterhead. Address 17 East 42nd Street, New York 17, New York.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WJR	Detroit	CBS
KARM	Fresno	CBS
WONS	Hartford	MBS
KPOA	Honolulu	T.H.
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WMTW	Portland, Me.	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KQW	San Francisco	CBS
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWCO	Waterbury, Conn.	MBS
KFH	Wichita	CBS
WAAB	Worcester	MBS

THE YANKEE AND TEXAS QUALITY NETWORKS

Sales await Advertisers in these 5 Rich Markets

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

Steinman Stations

Available individually to suit your needs. Write:

Sales Representative

RADIO ADVERTISING COMPANY

New York • Chicago • San Francisco
Dallas • Hollywood

Feature of the Week

AMATEUR farmers watch an 'expert' at WMT Cedar Rapids' National Clean Plowing Contest last week. Shown above are (l to r): Jim McTighe, Olmsted & Foley Agency, Minneapolis; Don Inman, commercial manager, WNAX Yankton, S. D.; Bob Tincher, general manager, WNAX; Bill Wright, Katz Agency, New York; Bill Joyce, Katz Agency, Chicago; William B. Quarton, general manager, WMT; Senator B. B. Hickenlooper, at wheel of tractor; Dave Decker, Katz Agency, Chicago; Dick Montgomery, Copton Agency, Kansas City; Wally Lyon, W. D. Lyon Agency, Cedar Rapids; Don Sullivan, commercial manager, WMT.

* * *

TOTAL of 40,000 persons attended last week's second annual National Plowing Contest sponsored by WMT Cedar Rapids, Iowa, and the Cedar County Farm Bureau, station management reports.

Field of 64 contenders plowed 32 acres of farmland and planted 90,000 corn borers in half an hour. Winner of $500 first prize was Robert Bowery, 27-year-old veteran. Gallery included Iowa's junior U. S. Senator, Bourke B. Hickenlooper, who crowned the Queen of the Day and later spoke briefly.

WMT's farm service director, Chuck Worcester, interviewed the winner of the Farm Gadget Contest in a special broadcast from the plowing field.

Sellers of Sales

BACK in 1933 a youngster with a brand-new B. S. degree in journalism from the U. of Oregon went looking for a job in radio, and—despite the fact that jobs were harder to find than hen's teeth in that depression year—actually found one as account executive for the Seattle NBC outlets, KOMO and KJR.

The youngster was Francis G. **(Moon)** Mullins, and that first job led by rapid steps to his position as vice president of Ruthrauff & Ryan, and manager of that national advertising agency's Pacific Northwest region, embracing six states and Alaska.

Ruthrauff & Ryan's regional office, under Moon's direction, is one of the largest buyers of radio time in the the area. One account, Binyon Optometrists, uses virtually every station in Washington and Oregon. Starting with a small radio appropriation and growing steadily in the past ten years, Binyon now puts 85% of its advertising expenditure into radio, and has become the second largest optical firm in the United States. Moon doesn't think these two facts are merely coincidental.

Among the agency's other accounts which use radio extensively in PictSweet Foods, Inc., producers of canned vegetables and a complete line of frozen foods. Using the CBS Pacific Coast Network out of Hollywood, PictSweet sponsors the Sunday afternoon *Your Hope Chest* to tell housewives-to-be about its products.

MOON

After four years at KOMO-KJR Moon set up his own advertising agency, Sage & Mullins. The next step was a vice-presidency and partnership in Pacific National Advertising Agency. In 1939, he joined Ruthrauff & Ryan, becoming vice president three years ago.

Born in Tacoma, October 11, 1906, Moon has spent all his life in the Pacific Northwest. He and his wife, Georgia Mae, have two children. The Mullins family lives in Seattle and owns a summer place on the beach south of the city, where Moon spends his spare time "when I have any time—which is seldom."

COUSIN KATEY says:

Dear Cousin:

S'elp me, cousin, I'm just plumb tuckered out from Fiesta Week. Say, did South Texas turn out for San Antonio's big celebration. Course, you know that we carried the Battle of Flowers Parade, so that all our KTSA audience could hear it and did Bob Holleron, Fred Bennett, and Pat White do a grand job! Y'know, they sure ganged up on us this year. Yessir, put time change and Fiesta Week right together and believe me, it was rough. On top of that, our Gee Em, Mr. George Johnson, and Rex Preis were over at Houston for the 13th District N.A.B. Meeting the early part of the week, so us kids really had to carry the ball. Cousin Tom Peterson at the THS Chicago office had the right idea about time change. He said being a station rep was just like being a babysitter; seems it's always time for a change, darn it. Well, Cuz, guess I better go answer the mail I'm readin' from above. Besides, it's sure nice and springy and lazy-like down here. Come down and see us; the blue bonnets are sure pretty. Hopin' you are the same.

Love and kisses,

Your Favorite Cousin
Katey Essey

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS
AFFILIATED WITH
TAYLOR - HOWE - SNOWDEN
CBS LSC

2 DRAMATIC EXAMPLES OF

news coverage & public service by KFBI

WICHITA, KANSAS

The recent Woodward, Okla.-Higgins, Tex. tornado and the Texas City holocaust provided impressive evidence of KFBI service to its listening audience. KFBI mobile equipment was rushed to the scene immediately after first news reports of these disasters were received. Wire recorded interviews with survivors at Texas City were broadcast exclusively in this area by KFBI. Woodward eyewitness accounts were on the air four hours ahead of any other broadcast originated by a Wichita station.

The KFBI engineer and special events crew were able to lend important aid to the Red Cross, State Police, Salvation Army and Communications facilities in the stricken areas. Casualty lists were tabulated and the KFBI audience was kept constantly informed with special wire recordings and five regular KFBI originated newscasts.

ABOVE: On the scene wire recordings by KFBI at Texas City were the only eyewitness reports originated by a station located so far (700 miles) from the disaster. The picture shows KFBI Manager Robt. K. Lindsley; Newscaster Coyd Taggert; Chief Engineer K. W. Pyle; Program Director J. B. Bradshaw and pilot, Dean Case, with the KFBI Special Events crew and plane; flaming Texas City is pictured in the background.

LEFT: Coyd Taggert interviews a survivor of the Woodward, Okla.-Higgins, Tex. tornado. KFBI special events engineer Les Campbell is pictured at the wire recorder.

BELOW: KFBI mobile unit is completely equipped to provide every on-the-scene facility for special events broadcasts.

2 NETWORK AFFILIATIONS
1 — AMERICAN
2 — MUTUAL

KFBI

1070 KC A FREQUENCY THAT OFFERS WIDESPREAD COVERAGE IN ONE OF THE LARGEST PRODUCING MARKETS IN AMERICA

WICHITA, KANSAS

NOW **10,000** WATTS DAYTIME . . . . **1000** WATTS AT NIGHT

THE MOST POWERFUL STATION IN KANSAS

OWNED AND OPERATED BY FARMERS AND BANKERS BROADCASTING CORP., WICHITA, KANSAS

ROBT. K. LINDSLEY, GENERAL MANAGER, WICHITA 1, KANSAS

GEORGE P. HOLLINGBERY CO., NATIONAL REPRESENTATIVES

NO. 7—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

PIONEERS!

The distinguished character so lovingly limned above as he conducts an F & P Directors' Meeting is, of course, our one and only James L. Free, founder and Chairman of the Board. Now located on the Coast, but active in the management of F & P, Jim Free is one of station-representations' very earliest pioneers. On this, the day of Free & Peters' *fifteenth anniversary*, we doff our hats and give a long salute toward the West.

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

NEW YORK: *444 Madison Ave.* | CHICAGO: *180 N. Michigan Ave.* | DETROIT: *Penobscot Bldg.* | FORT WORTH: *406 W. Seventh St.* | ATLANTA: *Palmer Bldg.* | HOLLYWOOD: *6331 Hollywood Blvd.* | SAN FRANCISCO: *58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 32, NO. 18 WASHINGTON, D. C., MAY 5, 1947 $5.00 A YEAR—20c A COPY

FCC Grants Record-Breaking Total

Over 200 AM Cases Cleared by May Deadline

FCC ANNOUNCED THE END of its three-month "temporary expediting procedure" last Thursday after a burst of speed unequalled in Commission history.

The announcement came on schedule—Thursday, May 1—after almost continuous Commission sessions for three days in which actions were issued on more than 200 standard broadcast applications for new or improved facilities.

It said every Processing Line 2 application filed before the expediting plan started Feb. 7 had been granted or set for hearing—"some 250 in all."

See page 80 for detailed breakdown of grants by states. Other FCC action stories are on pages 85, 86, 90

The plan was less successful with Line 1, composed of engineeringly simple applications. The Commission made no formal announcement, but actions there reached only to applications filed up to Jan. 16. These numbered around 200, leaving about 100 yet to be acted upon.

FCC authorities discounted this shortcoming, asserting that the expediting system was designed for the technically troublesome cases which make up Line 2, most of which had been awaiting action for upwards of a year. Failure to extend the plan until all pre-Feb. 7 cases could be given action, however, was expected to provoke protests and possibly court tests of the entire plan's legality.

To clear away the last of the Line 2 cases and meet the May 1 deadline for return to normal licensing, the Commission met almost continuously Monday and Tuesday and up to midnight Wednesday night.

The week's work included:

Grants for 52 new AM stations, not counting docket cases;

Grants for improved facilities for 50 existing or previously authorized stations, not counting changes involving antenna designs, etc.

Designation of scores of applications for hearing.

Announcement of proposed decisions in docket cases involving 10 applications (three grants, seven denials).

Orders or final decisions covering nine applications (five grants, four denials.

Approval of transfers of control or assignments of license involving seven AM and two FM stations.

Actions on 15 AM and FM renewal applications.

Conditional grants for 11 FM stations.

Hard pushed for several weeks, the Commission ran neck-and-neck with time as it neared the May 1 goal for resumption of normal licensing.

Not until the final session—shortly before midnight April 30—was it known whether the expediting plan would or would not be extended. And then it was a 3-to-2 vote which lifted the procedure wherein the Commission and its staff, with the technical assistance of industry engineers, have worked to clear away applications filed before Feb. 7 without regard to those filed afterward. Records show that Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Rosel H. Hyde voted against extension; Comrs. E. K. Jett and C. J. Durr for extension.

The announcement declared: "Temporary Expediting Procedure Ends: Accomplished Purpose." Issued May 1, its text was:

> The Commission is pleased to report that, as a result of the splendid cooperation which it received from applicants and their engineers who participated in the channel studies and the unstinting efforts of its own staff, the temporary expediting procedure which expired yesterday, has accomplished its purpose. It enabled the Commission either to grant or designate for hearing every Line 2 application filed prior to Feb. 7—some 250 in number.

It was no surprise, within the Commission or in industry circles,

(*Continued on page 80*)

2 Albany Stations Among Multiple Authorizations

GRANTS for two new fulltime stations at Albany, N. Y., and 50-kw operations for WHDH Boston and KFBK Sacramento were among outstanding authorizations in last week's FCC actions.

One Albany grant, for 850 kc with 10 kw (DA fulltime), went to a group including Stephen R. Rintoul, former licensee of WSRR Stamford, Conn. (now WSTC), Board Chairman Trell W. Yocum of Ridgeway, Ferry & Yocum advertising agency, and Carlos A. Franco, head timebuyer of Young & Rubicam. The other, for 590 kc with 5 kw day and 1 kw night (DA) went to a group of business and professional men.

WHDH, Boston *Herald-Traveler* station, an independent, was authorized to increase from 5 to 50 kw (DA) on 850 kc. KFBK (ABC affiliate), one of the McClatchy stations, increases on 1530 kc from 10 to 50 kw (DA).

Other highlights of the grants included:

KWK St. Louis (MBS affiliate) goes from 5 kw day and 1 kw night to 5 kw fulltime (DA at night) on 1380 kc.

WHOM Jersey City, New York area independent recently acquired by Generoso Pope, increases on 1480 kc to 5 kw (DA) from 1 kw day and 500 w night.

Keith Kiggins, former ABC vice president, and Donald W. Reynolds, licensee of KFSA Ft. Smith, Ark., were granted a new station at Erie, Pa. on 1330 kc with 5 kw (DA).

WINZ Hollywood, Fla., new daytime independent of Jonas Weiland, licensee of WFTC Kinston, N. C. and part owner of WSSV Petersburg, Va., goes to fulltime with 1 kw on 940 kc (DA at night).

WREN Lawrence, Kan. (ABC affiliate) moves to Topeka and increases from 5 kw day and 1 kw night to 5 kw fulltime (DA at night).

S. H. Patterson was granted a new Topeka station on 1440 kc with 5 kw (DA) on condition he dispose of KVAK Atchison (MBS, KBS) which was authorized to

(*Continued on page 89*)

AFL Prepares Radio Campaign To Counter Labor Legislation

AMERICAN FEDERATION OF LABOR has turned to radio in a full-scale campaign to combat anti-labor legislation currently pending in Congress.

Allocating between $250,000 and $300,000 of its million dollar program to broadcasting, the AFL has already arranged for day and nighttime shows on ABC with another network time purchase in the offing. A spot campaign is also scheduled for the near future.

Keystone of the new campaign will be the entertainment union's committee in cooperation with the AFL. The group, formed last Thursday in New York, includes all AFL entertainment unions and the Radio Writers Guild. This body will correlate and project all radio plans of the parent union in its efforts to neutralize labor control activities.

Members of the newly-formed committee include George Heller, national executive secretary of AFRA; Lawrence Tibbett, president of American Guild of Musical Artists; Edward J. McHale, special consultant, Associated Actors and Artists of America; Ed Byron, president of New York chapter of Radio Directors Guild; George Zachary, vice president of RDG; Harry Steeber, American Federation of Musicians; Phyllis Perlman, Association of Theatrical Press Agents and Managers; Morris Novik, radio consultant of the AFL campaign, and Peter Lyon, Eastern regional vice president of Radio Writers Guild.

Mr. Novik, who is also radio consultant of the International Ladies Garment Workers Union, will act as liaison between the AFL and the production groups in New York, Hollywood and Washington.

Formats Disclosed

Formats of the new shows as announced by the New York headquarters will include a quarter-hour dramatic presentation titled *Pursuit of Happiness* to be heard across the board, Monday through Friday, 3:45-4 p. m. on 239 ABC stations; a half-hour variety show, Thursday, 9:30-10 p. m. on the same network, as well as a talk program, 8:15-8:30 p. m. on Tues-

(*Continued on page 89*)

Network Program Hooperatings Subscribers' Rates Are Increased

SUBSCRIBERS to network program Hooperatings last week were notified of general rate increases by C. E. Hooper Inc. The increases will be effective July 1.

C. E. Hooper, president of the audience research firm, announced that costs of his service had risen by as much as 600% since 1943 and that the increase in subscription rates was urgently needed.

Under the new price list, network rates were doubled, and rates paid by advertising agencies placing three or more sponsored network programs were appreciably raised. Rates paid by agencies and advertisers placing no more than two sponsored network shows were unchanged.

In a letter sent to all clients Mr. Hooper explained some of the cost rises that, he said, forced up the rates. Since 1943 his average wage to field interviewers has risen 35%, the average wage of clerical help 60%, office rent 650%, equipment investment 600%. Staff expansions and the broadening of services accounted for further costs, he said.

Mr. Hooper said that his firm operated $2,000 in the red during April and would lose even more money in May.

Of the total of $4,000,000 contributed to Hooper by subscribers since 1938, only $191,999 net profit has been realized, he said. Of that, $101,000 went for taxes and $63,000 for furniture and equipment.

The inheritance by Hooper of subscribers to the defunct cooperative analysis of broadcasting which expired a year ago had netted only a 4% increase in Hooper revenue, Mr. Hooper said. An additional 1.7% increase from this source is expected as of May 31, he explained.

Under his agreement with CAB, Mr. Hooper was to turn back to clients the difference between his rates and those of CBS for one year following the CAB dissolution.

The rate changes, which will be effective July 1, follow:

1. Advertising agencies placing three or four sponsored network programs—base charges increase from $200 monthly to $300 monthly, plus $1 per minute of program time surveyed each month.

2. Advertising agencies placing five or more sponsored network programs—base charges increase from $200 to $400 monthly, plus the $1 per minute program time charge, and are subject to ceiling price of $1,200 instead of the present $1,000 per month.

3. ABC and MBS charges will be increased from $600 per month to $1,200. NBC and CBS charges, formerly $750 a month, will be $1,500.

Present rates will obtain for the following categories:

1. Agencies and advertisers placing no network programs—$25 a month.

2. Agencies placing one or two sponsored network programs—base charge continues at $200 per month, plus $1 per minute of program time surveyed.

3. Advertisers subscription where agency already subscribes and pays base rate—charge of $1 per minute of program time surveyed.

Bunte Renews

BUNTE BROTHERS, Chicago (candy) through Presba, Fellers & Presba Inc., Chicago, has ordered 52-week renewal effective June 1 of *World Front* on NBC, Sundays 11-11:15 a. m., CDST.

Drawn for BROADCASTING by Sid Hix

"This program is heard one hour earlier if your community is on Eastern Standard Time, one hour later if . . . well, there is a two hour difference in certain cities that . . . Oh, to hell with it!"

NETWORK BOXSCORE

Number of commercials on four nationwide networks, March 31	275
Number of network commercials starting during April	3
Number of network commercials ending during April	8
Net decrease	5
Number of commercials on four nationwide networks, April 30	270

April Additions

SPONSOR	PROGRAM	NETWORK	TIME	AGENCY
Philip Morris & Co.	Queen for a Day	MBS	M-F alternating 2-2:15 p.m. one day, 2:15-2:30 p. m. the next	Cecil & Presbrey
Philip Morris & Co.	Heart's Desire	MBS	M-F, 11:25 a. m. 12 noon	Cecil & Presbrey
United Elec. & Machine Workers	Leland Stowe	MBS	Wed., 7:30-7:45 p. m.	Moss & Arnold Co.

April Deletions

American Bird Prod.	American Radio Warblers	MBS	Sun., 2:15-2:30 p.m.	Weston-Barnett Inc.
Canada Dry Ging. Ale Inc.	Sparkle Time with Meredith Willson	CBS	Fri., 7:30-8 p.m.	J. M. Mathes Inc.
Evershorp Inc.	Maisie	CBS	Fri., 10:30-11 p.m.	Biow Co.
John Hancock Mut. Life Ins. Co.	Boston Symphony	ABC	Tues., 8:30-9:30 p.m.	BBDO
Hershel Calif. Fruit Co.	Easy Does It	MBS	MWF, 11:30-11:45 a.m.	E. L. Brown Co.
P. Lorillard Co.	Meet Me at Parky's	NBC	Sun., 10:30-11 p.m.	Lennen & Mitchell
Natl. Bd. of Fire Underwriters	Crimes of Carelessness	MBS	Sun., 3:30-4 p. m.	MacFarland-Aveyard Co.
Whitehall Pharmacal Co.	Adventures of Ellery Queen	CBS	Wed., 7:30-8 p. m.	Sullivan, Stauffer, Colwell & Bayles
Whitehall Pharmacal Co.	Hollywood Jackpot	CBS	MWF, 4:30-5 p. m.	Dancer-Fitzgerald-Sample

April Changes

American Tobacco Co.	Your Hit Parade	CBS to NBC	Sat., 9-9:45 p. m.	Foote, Cone & Belding
Knox Co.	Murder Mr. Malone replaced	NBC	Sat., 9-9:30 p. m.	Robert B. Raisbeck Agency
	Deadline Mystery	ABC	Sun., 2-2:30 p. m.	

(Network Boxscore will be presented by Broadcasting in the first issue of each month)

PERFECT CIRCLE BUYS AUTO CLASSIC SHOWS

PERFECT CIRCLE Piston Ring Co., Hagerstown, Ind., will sponsor four separate broadcasts on MBS on May 30 of the Indianapolis Speedway auto classic.

Broadcast at 11:45 a. m. will consist of description of the crowds, color of the event and results of the pre-race warm-up by Bill Slater and his corps of announcing assistants. This broadcast will continue until 12:15, at which time it is anticipated all contestants will have gotten under way. The network will return to the Speedway at 1:15 p. m. for a 15-minute description of the early lap results, again at 3-3:15 p. m., to describe the three-quarter mark of the race. The network anticipates that the finish will occur sometime between 4 and 4:30 p. m. Agency for Perfect Circle is Henri, Hurst & McDonald, Chicago.

Bank Series Set

AMERICAN BANKERS ASSN., New York, announced last week production of a new transcribed series of 26 programs on bank services featuring the theme of money management. The series, four-minute dramatizations built around present day money problems, can be bought by member banks for sponsorship of their local stations.

Sinatra Replaced

LOW BUDGET will keynote the fall replacement for Frank Sinatra Show of P. Lorrilard Co., for Old Gold cigarettes, according to Mann Holiner, Lennen & Mitchell vice president. No immediate replacement will be made, he said. As summer replacement *Rhapsody in Rhythm*, a musical package on June 10 takes over the CBS network time. Talent is not yet set.

'Look' Spots

LOOK Magazine, New York, will start sponsorship of a spot campaign May 13 through Kenyon & Eckhardt, New York. The exact amount was not disclosed, but budget is said to be large. Campaign, which is planned on bi-weekly schedule to coincide with issues of magazine, will consist mainly of spots, with some participation shows in certain areas.

Baron Campaign

BARON FOOD PRODUCTS Corp., New York (kosher food products), has appointed Raymond E. Nelson Inc., New York, to handle its advertising. A campaign on behalf of Baron's Kosher Home Style Chicken Fricassee will start in about 60 days. Radio, newspapers, television and demonstrators will be used with the emphasis on the foreign language field.

Simpler FCC Questionnaire Studied

Form Drafted by Budget Bureau and Radio Committee

DEEP CUTS in the complex mass of FCC questionnaires, drafted by a broadcast group in cooperation with the Budget Bureau, were submitted last week to the FCC for its perusal by David E. Cohn, of the Bureau's Division of Statistical Standards. The proposed forms provide a simplified system of questionnaires designed to ease the burden on applicants for licenses, CPs, renewals and transfers.

The forms were discussed April 26-27 at a meeting between Mr. Cohn and the Committee on Radio Broadcasters, Advisory Council on Federal Reports, of which Wayne Coy, WINX Washington, is chairman. The action followed a series of meetings held since the project was undertaken over a year ago [BROADCASTING, April 1, 1946].

FCC to Consider

FCC will consider proposed changes, indicating those it deems advisable. These proposed revisions will then go to the Budget Bureau, which has final authority over questionnaires content under the Federal Reports Act of 1942 and the Administrative Procedures Act.

Public hearings probably will be called within two or three months, should the three participating groups be close to agreement.

The weekend meeting, held at the Roanoke Hotel, Roanoke, Va., did not go deeply into the program sections of the questionnaires. These sections have been redrafted by the FCC to implement the Blue Book program standards and were considered at earlier joint meetings held last autumn. The Budget Bureau under law must accept the FCC's program requirements since the FCC is the policy-making agency. At earlier joint meetings many suggestions made by the committee were accepted.

The broadcasters' committee has been aiding the Budget Bureau in the joint effort of all lthree agencies to determine whether FCC questions impose undue hardship on respondents in answering them and to prevent inclusion in forms of questions which may be answered by material filed elsewhere within the Government.

Radical departures in the method of filing information with the FCC are provided. First, one set of forms will cover standard, FM and television stations except engineering data, which necessarily are different. Through the use of special "face sheets" duplicate filings of large numbers of questions are avoided.

This simplification will save time and money both in FCC printing and distribution and also in time and effort of applicants. Legal, program and financial questions are sectionalized and uniform for CP, assignment of license, transfer control and modification of license. The license form is brief and requires some information necessarily not available at the time of filing for CP. Renewal forms involve a similar situation.

Program questions are the same for standard broadcasting and FM, with only three questions required in the case of television where programming is not so far advanced. Existing FCC questionnaire provisions covering programs under Blue Book standards were temporarily approved last year by the Budget Bureau.

Though the broadcasters' committee feels notable progress has been made in dispensing with costly red tape, the proposed questionnaires still contain features not considered satisfactory.

Taking an active part in the revision program on behalf of the FCC are Comr. Rosel Hyde and Charles Weeks, Chief, Organization & Procedure Section.

Attending the Roanoke meeting besides Mr. Cohn and Chairman Coy were Merle Jones, WOL Washington; Carleton Smith, WRC Washington; Carl Burkland, WTOP Washington; Gustav Margraf, RCA; James H. New, CBS; C. T. Lucy, WRVA Richmond; Richard Steele, WTAG Worcester; Kenneth H. Baker, NAB Director of Research, acting on behalf of C. E. Arney Jr., NAB secretary-treasurer and committee secretary.

Florida Libel Bills

LIBEL bill protecting broadcasters from libelous and slanderous utterances where due precautions have been taken is pending in the Florida Legislature. Identical measures—S-239 and H-362—were introduced last week by Senator Beacham and Representative Luckie.

DECISION ON DAYLIGHT IN HANDS OF DISTRICT

PRESIDENT TRUMAN signed into law last Wednesday a bill which gives Washington citizens the privilege of deciding whether they will have daylight saving time during 1947.

District Commissioners are meeting May 7 with spokesmen of District organizations and officials of adjoining Montgomery and Prince George County in Maryland and Arlington and Fairfax Counties in Virginia. The Commissioners hope to wind up hearings in one day so the fast time can go into effect next Sunday, May 10.

Passage of the McGrath bill, introduced in the Senate by J. Howard McGrath (D-R. I.) on March 25, was effected last Monday by a majority of 218 to 145 in the House. The House had voted down an earlier bill which would have granted DST outright. The McGrath bill gained final acceptance because it left responsibility to local District government, rather than to Congress which under the present law merely approves a measure of local self government.

Rochester Story

WASHINGTON advertisers were told of radio's ability to produce for department stores and other retailers in a mailing piece distributed by Mahlon A. Glascock, sales manager of WRC Washington. A letter accompanying a reprint of an article in the April 7 BROADCASTING titled "Radio Proves Power During N. Y. Strike" is accompanied by a letter applying the findings to the Washington retail situation.

Labor Relations Seminar In New York On May 7, 8

INTER-INDUSTRY seminar on labor relations will be held May 7-8 by the Radio Manufacturers Assn., with broadcasting and other allied industries invited. The seminar will be held at Hotel Pennsylvania, New York.

Presiding will be R. C. Smith, of Bendix Radio Division. Among speakers will be Edgar L. Warren, U. S. Director of Conciliation; Abraham A. Desser, National Industrial Conference Board, and Glen W. Thompson, president of Noblett-Sparks Industries.

AFM Brief Answers Federal Charges

Arguments Will Be Heard In Supreme Court This Week

AFM has completed its brief for presentation to the Supreme Court, preparatory to the High Court's hearing of the test case on the constitutionality of the Lea Act. The case was scheduled for argument today (May 5) or tomorrow.

The brief characterized the Lea Act as "patently unjust and unconstitutional" because it prohibited "all means, including those peacefully and traditionally used by workers" to obtain their ends in collective bargaining.

Answering the government's brief, filed April 24 [BROADCASTING, April 28], AFM declared that the provisions of the Lea Act "have nothing whatever to do with monopolies." The government maintained that the Lea Act was specifically aimed at correcting a condition of labor monopoly.

"The alien issue of monopolies is introduced as a springboard from which to launch lengthy attacks upon the practices of the defendant (James Caesar Petrillo) and of the American Federation of Musicians—attacks which are wholly unwarranted by the facts and which, in any event are irrelevant to the issue in this case," declared the brief.

The 93-page document held that the Lea Act was the first law enacted by "any legislature, since the adoption of the Thirteenth Amendment" which compels a single individual to "work for a private person against his will."

Cites Bill Name

Even popular designation of the act as the "Anti-Petrillo law" showed, according to the AFM brief, "its emotional and irrational content. The statute does not lay down anything like a consistent or comprehensible national policy on labor relations in the radio broadcasting industry," continued the argument.

The Lea Act was explained as "the expression of an enraged prejudice that has been carefully nurtured and spread by the owners of the broadcasting industry whose inordinate profits were threatened with some reduction by the normal demands and activities of those whose training, skill and energy substantially contributed to the success of that industry."

The brief charged the radio industry with an attempt "to smash the Musicians' Union for the simple reason that it, like any other union worthy of the name, was vigorously attempting to preserve and extend the economic welfare of its members." NAB was indirectly accused of "an elaborate propaganda campaign of abuse and vilification designed to inflame the people and the Congress . . ." with the result that the Lea Act received Congressional approval.

In its analysis of the Lea Act, the AFM brief described as "crucial" the "fact that it prohibits all 'means', no matter what their constitutional stature or protection, that may be employed" to effect working conditions "that Congress in the same statute" declared to be lawful.

The brief also went into great detail on the Congressional debate which preceded passage of the Act. This debate, it maintained, revealed a determination of supporters of the bill to "vent their spleen on Mr. Petrillo."

Nunn, Johnston Elected NAB Directors

Radio Editorializing Wins Approval In Area G

By J. FRANK BEATTY

GILMORE NUNN, president of the Nunn Stations—WLAP Lexington; WCMI Ashland; KFDA Amarillo; WBIR Knoxville; WMOB Mobile—was unanimously elected director of District 7 at the NAB Area G meeting held Monday and Tuesday at the Hotel Roanoke, Roanoke, Va. He succeeds the retiring district director, James D. Shouse, vice president of Crosley Division, Avco Corp., who declined to be a candidate for reelection.

The meeting was the largest of the series of area and district meetings held this year by NAB, with 326 registered delegates and another 100 attendants. Co-chairmen of the sessions were Mr. Shouse and Campbell Arnoux, WTAR Norfolk, director of District 4, which will elect a director next year.

Mr. Nunn, aged 38, was endorsed for the post by both the Kentucky Broadcasters Assn. and Ohio broadcasters. The two States in District 7 alternate in representation on the board. Mr. Nunn has been president of the group since 1934, actively directing the business. His father, J. Lindsay Nunn, is board chairman.

As chairman of the NAB Public Relations Committee, Mr. Nunn is in active charge of the industry campaign to meet the rising tide of criticism against broadcasting.

The Roanoke meeting was marked by concerted action to ease the daylight saving time situation and revise the FCC's outmoded requirements for operators which are based on ship and communications services rather than broadcasting.

A strong resolution calling on broadcasters to support legislation (HR-2740) requiring interstate business to operate on standard time was adopted by the area after discussion. With Don Elias, WWNC Asheville, N. C., chairman of the Resolutions Committee, in the chair, the daylight problem drew sharp comments from Walter Brown, WSPA Spartanburg, S. C., who proposed an amendment urging broadcasters to get behind the legislative measure. The amendment was adopted.

NEW AND RETIRING directors of NAB 7th District, Gilmore Nunn (left), of Nunn Stations, James Shouse, WLW Cincinnati.

ACTIVE AT AREA MEETING of NAB at Roanoke were (seated, l to r), Linnea Nelson, chief timebuyer, J. Walter Thompson, speaker representing AAAA; Justin Miller, NAB president; L. B. Beeuwkes, WROV Roanoke. On local arrangements committee besides Mr. Beeuwkes were (standing), Ray P. Jordan, WDBJ, and Jim Moore, WSLS.

At the Small Market Stations meeting Tuesday morning and at the final meeting in the afternoon complaint was voiced over FCC requirements which force small stations to hire first-class operators from "ticket mills" though third-class operators are able to perform most of the duties.

A resolution was adopted urging the FCC to revise requirements for operators and to recognize the special qualifications necessary for broadcast employment.

Other resolutions urged the board and President Miller to seek liberalization of the right to editorialize; commended NAB executives for efforts to stop featherbedding, jurisdictional disputes and secondary boycotts; opposed the 2% agency discount; thanked Messrs. Shouse, Arnoux and the Roanoke Hotel for their services on behalf of the meeting; thanked Roanoke stations for their arrangements.

A resolution, adopted unanimously, expressed gratitude of the area to Sol Taishoff, editor and publisher of BROADCASTING, for expressions on behalf of free radio.

The area did not offer or discuss

(*Continued on page 91*)

Area F Conventions Favor Uniform Time Bill

HENRY P. JOHNSTON, WSGN Birmingham, was elected director of NAB District 5 as Area F stations held separate district Thursday meetings in Birmingham. Over 200 broadcasters representing District 5 (Fla., Ga., Ala., P. R.) and District 6 (La., Miss., Tenn., Ark.) took part in the proceedings and joined in a combined area session Friday at the Tutwiler Hotel.

Mr. Johnston succeeds Fred W. Borton, WQAM Miami, as District 5 director. He is managing director of WSGN and executive vice president of the *Birmingham News-Age-Herald*. He is retiring president of the Alabama Broadcasters Assn. and chairman of the ABC Stations Planning & Advisory Committee.

Both districts adopted similar resolutions urging uniform time, supporting BMI, advocating promotion of better labor relations, opposing 2% cash discount to agencies, commending NAB President Justin Miller, and praising district and Birmingham officials for their convention arrangements. District 5 adopted a resolution urging stations to establish an editorial policy. District 6 commended BMB and offered it continued support.

Mr. Borton presided at the District 5 meeting, held at the Thomas Jefferson Hotel, Birmingham. Wiley P. Harris, WJDX Jackson,

(*Continued on page 93*)

U.S., Mexico Radio Cover Aleman Trip

Telecast From Washington Is Also Presented On Thursday

MEXICAN PRESIDENT Miguel Aleman's visit to the United States provided Mexico's radio with one of the biggest events and coverage jobs of its history.

But it not all smooth sailing, especially for station XEW, NBC's Pan-American affiliate. Luis Farias, assigned by XEW together with Bachiller Galvez to cover his president, explained that local official interference from Mexico had resulted in a two-day blackout of broadcasts over land-lines to Mexico City.

"We came here with everything prepared," he explained to BROADCASTING, "but during the first two days some minor official in Mexico cut out our broadcasts, giving the National Radio a complete monopoly."

The interference was eliminated by the concerted efforts of both American and Mexican authorities, including President Aleman, and XEW was able to go on the air the day President Aleman made his address to a joint session of Congres.

Thus, during the first two days of the Mexican President's visit all that XEW was able to get to its listeners were daily 13-minute commentaries. Starting Thursday, however, full privileges were extended, and XEW was assigned its task of filling in all color and "atmosphere" material. Mr. Farias explained that the "precise moment" when President Aleman went into any official function, coverage was turned over to the National Radio.

D. C. Wire Recordings

During the interview with the two Mexicans, Mr. Galvez was busy testing a wire recorder acquired on Thursday to permit XEW to make "man-on-the-street" and spot interviews. They hoped to be able to record many sidelights of the presidential tour for re-broadcast when they return to Mexico, so that Mexican listeners may have a full picture of one of the most momentous "good neighbor" get-togethers in the history of Mexican-American relations.

Mr. Farias said XEW is now experimenting with television. He was the first announcer on the experimental program, initiated last Aug. 29. In charge of XEW's video experimentation, he said, was XEW chief egnineer Gonzalez Camarena.

Mr. Galvez is known in Mexico as the master of ceremonies on a popular program known as the *College of Love*. An audience participation program, *College of Love* selects a panel of five men and five women to make extemporaneous "declarations of love." Mr. Farias indicated that his colleague, Mr. Galvez, "is on vacation for about a month. But he will be back on the air."

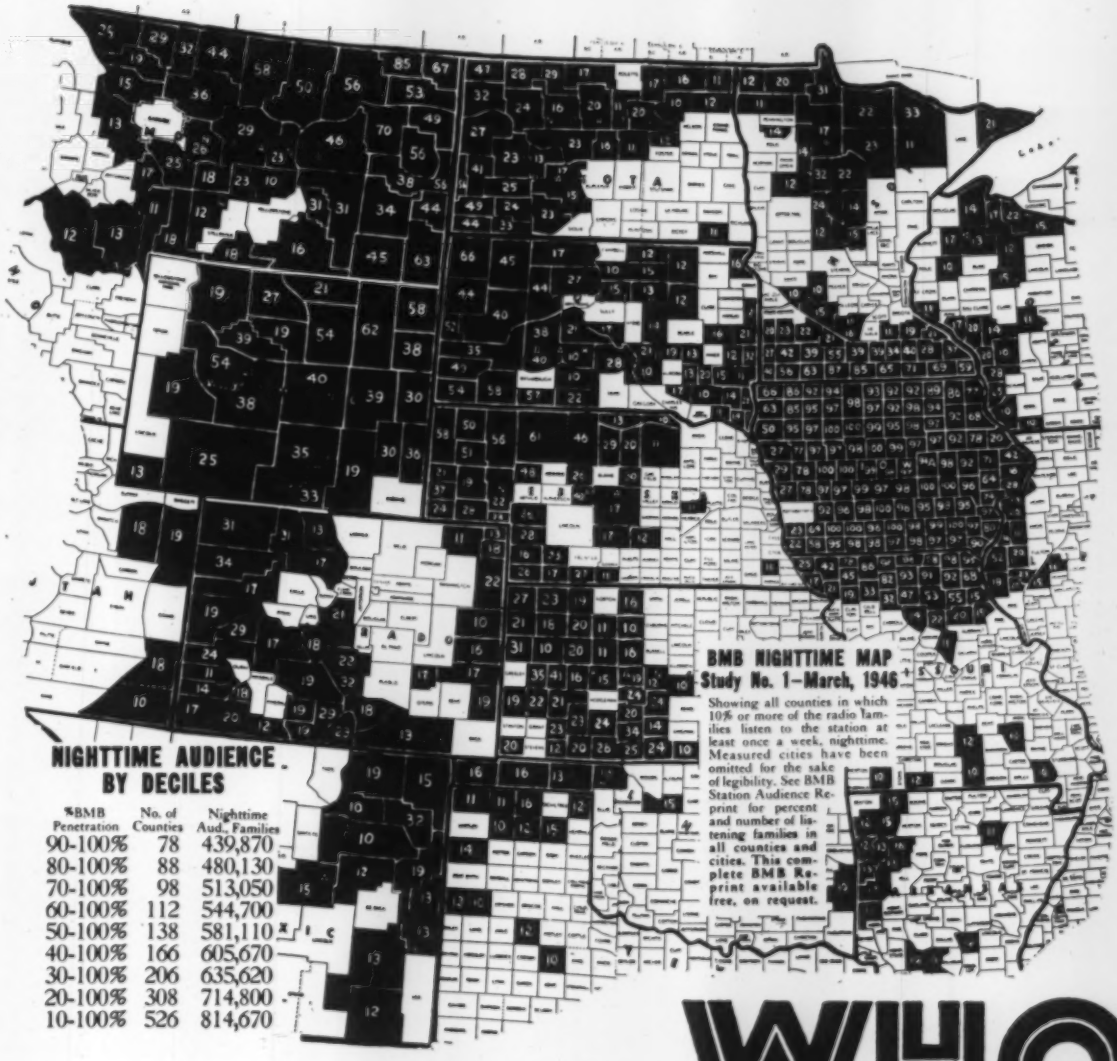
Meanwhile, the State Dept.'s

(*Continued on page 87*)

BMB REPORT CREDITS WHO WITH NIGHTTIME AUDIENCE OF

814,670 FAMILIES IN EIGHTEEN STATES!

Clear Channel Service, At Night, Is the ONLY Radio Service Available to Many Homes.



BMB NIGHTTIME MAP
Study No. 1—March, 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week, nighttime. Measured cities have been omitted for the sake of legibility. See BMB Station Audience Reprint for percent and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

NIGHTTIME AUDIENCE BY DECILES

%BMB Penetration	No. of Counties	Nighttime Aud., Families
90-100%	78	439,870
80-100%	88	480,130
70-100%	98	513,050
60-100%	112	544,700
50-100%	138	581,110
40-100%	166	605,670
30-100%	206	635,620
20-100%	308	714,800
10-100%	526	814,670

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President ● J. O. Maland, Manager
Free & Peters, Inc., National Representatives

RCA Shows Electronic Color Video

Large Screen Is Utilized; Images Sharp, Colors Slightly Off

By BRUCE ROBERTSON

COLORED television pictures, projected from mid-auditorium to a screen 7½ by 10 feet at the front of the room, were given their first public showing last Wednesday by RCA at Franklin Institute in Philadelphia. RCA's all-electronic system of video transmission, utilized in the demonstration, was explained in an address to the Institute by Dr. V. K Zworykin, vice president and technical consultant of RCA Laboratories and inventor of the tubes on which electronic television is based.

Preceding this meeting a preview of the demonstration was put on for a group of about 50 radio editors and technical writers, which E. W. Engstrom, vice president in charge of research, RCA Laboratories, described as a progress report on RCA's color experimentation. He reminded the group that last fall they had seen the first demonstration of the all-electronic system, when colored slides and movies were televised and reproduced on projection-type home receivers with screens 15 by 20 inches, and that in January RCA had transmitted live action scenes in color.

The next major step, Mr. Engstrom said, will be showing outdoor pickups in full color. He hinted that this might occur as early as this fall. Cameras and other necessary equipment are under development in the laboratories, he reported, and propagation field tests will be made this summer in the New York area. These field tests, he said, will not be pictures, but radio signals at frequencies at both ends of the experimental video band, broadcast from the Empire State Bldg., location of NBC's New York video and FM transmitters.

ARTIST'S DRAWING of the experimental electronic receiver-projector with which RCA demonstrated television pictures at Philadelphia's Franklin Institute last week. Screen used is theatre-type, 7½ x 10 feet. System was developed at RCA's Princeton, N. J., laboratories.

System Used Before

System utilized in last week's demonstration was the same as that previously shown [BROADCASTING, Nov. 4, 1946], comprising a mirror-filter-lens system at the transmitting end which divides the image of the televised subject into three color signals which are broadcast as three individual electrical signals, received individually, transformed back into three color images and simultaneously projected on the viewing screen where they are combined into a single full-color image. What was new was the size of the received pictures, 36 times those shown last year.

Then as now, subject matter comprised Kodachrome slides and 16mm color motion pictures, not broadcast but sent by coaxial cable from the transmitting equipment to the receiving unit in the same room. Pictures were clear and in excellent register, but the reds and blues were accentuated and in pictures where much of the area was red there was a shimmering or graininess. Dr. Zworykin explained that the images were subject to the advantages and defects of the original pictures and also said that more work is needed on the phosphor of the red receiving tube, which at present must be reinforced with a red filter. This is not true of the blue and green phosphors, it was explained, as they were developed more fully in research on black-and-white television, in which the red phosphors were not used, so that the development of these red phosphors is still going on in the laboratory. Dr. Zworykin expressed confidence that this problem will be solved without undue difficulty.

Use Discussed

In answer to questions about the prospective use of large screen television in theaters, Brig. Gen. David Sarnoff, RCA president, said that a group of picture producers, including Warner Brothers, has discussed with RCA the installation of large-screen black-and-white video equipment, which was perfected before the war. He said that if any theater is ready to order such equipment now, RCA will promise delivery within a year. He indicated that problems of programming were holding up such orders, with the application of video reception to theaters less settled than the technical problems. Denying any intent to criticise the theatre people, he said he regretted that they are not paying as much attention to television as are the electronic engineers.

Appropriations Subcommittee in House To Examine FCC Spending May 6 and 7

FCC'S SPENDING was tentatively scheduled for examination by a House Appropriations subcommittee on May 6 and 7. The subcommittee, headed by Rep. Richard B. Wigglesworth (R.-Mass.) has one of the heaviest schedules of hearings of any committee in Congress and may therefore be forced to put off the FCC money probe beyond the May 6 date.

Mr. Wigglesworth, however, was understood to have fully briefed himself on the basic points of the FCC $7,300,000 budget. One of the chief points of inquiry, it was learned, may be an FCC justification [BROADCASTING, March 3, March 10] which gave greatest percentage increases to legal and accounting services.

Mr. Wigglesworth is known not only for his thoroughness in cross-examination on budgetary matters, but also for a keen interest in whether government agencies, spending taxpayer money, are operating within the "intent of Congress." He is also one of the best-informed members of Congress on FCC affairs, having been a member of the five-man subcommittee which investigated FCC during 1943 and 1944.

Another important factor looming large in the pending appearance of Commission officials before the Committee is general GOP insistence on economy in government operation. All appropriations subcommittees have been instructed by Chairman John Taber (R.-N. Y.) to comb budgets thoroughly for their weak spots, i.e., where there is any indication of unnecessary "padding."

Appropriation Committee paring of such agencies as the Interior Dept., has indicated that the economy knife will be wielded with a firm and insistent hand, to bring the overall 1948 budget down to a point which will permit both significant debt and tax reduction.

Resolution Pending To Investigate FCC

GOP Members Foresee Action In Current Session

GOP LEADERSHIP in the House issued assurances last week that a resolution to investigate the FCC [BROADCASTING, April 7] would be acted upon in time to permit the inquiry to open during this session of Congress.

Majority Leader Charles A. Halleck (R.-Ind.) told BROADCASTING that he thought the resolution would be reported out of the Rules Committee just as soon as the House finds time on a crowded calendar to deal with the matter of the resolution.

Speaker Joseph Martin (R.-Mass.) said delay in reporting the resolution was due mainly to the pressure of other business and did not signify that the House had lost interest in a probe of the Commission.

Wolverton Resolution

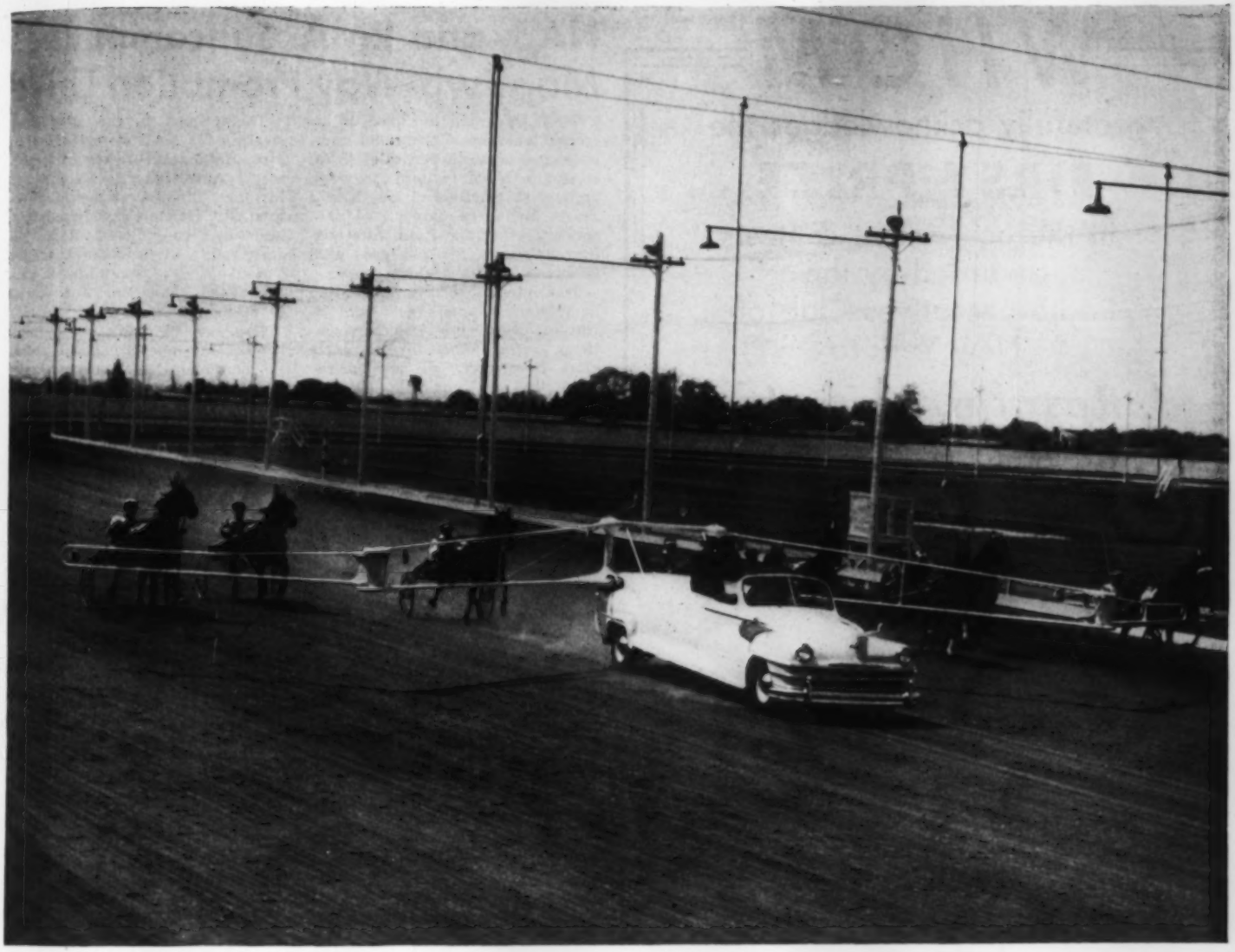
The resolution was introduced March 31 by Rep. Charles A. Wolverton (R.- N. J.), Chairman of the Interstate and Foreign Commerce Committee. It would empower the Commerce Committee to conduct the investigation.

Another factor contributing to the delay was the organization of the Commerce Committee, which to date has been sitting as a full committee on all its hearings. Both majority and minority members are growing restive over the Chairman's apparent reluctance to appoint subcommittees to handle special legislation and investigations. They point out that when the full committee is forced to handle all the committee's business, less work can be accomplished.

Eugene Wilkey Is Named Acting Manager of WCCO

EUGENE B. WILKEY Jr., program director of WCCO Minneapolis, has been appointed acting general manager of the CBS-owned-and-operated station succeeding A. E. Joscelyn.

Mr. Joscelyn left to become vice president in charge of sales for the Northwest Linseed Co. [BROADCASTING, April 21]. His resignation became effective May 1. Mr. Wilkey joined WCCO during the war.



Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you . . . even if you've seen it in the newsreels . . . it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start . . . the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar-spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

WHOM

gratefully acknowledges the

FIRST PRIZE

in the new talent contest awarded by the Radio Executives Club of New York to

Rosalia Maresca

Every Sunday afternoon on the Sunday Serenade on WHOM the warm, lilting, strains of Miss Maresca's rich soprano voice is a welcome visitor in hundreds of thousands of Italian homes in the New York area.

Rosalia Maresca is one of the many live talent stars that make WHOM the favorite station of a million-and-a-half Italian speaking persons.

Another reason why WHOM is called

THE FOREIGN LANGUAGE *Showmanship* STATION

GENEROSO POPE, Pres. • FORTUNE POPE, Mgr.

WHOM

NEW YORK

The Il Progresso Station

NAB and RMA Subcommittees Map Two-Way Promotion Drive

TWO-WAY promotion drive to increase the size of the radio audience and promote the sale of receiving sets was mapped last week at a joint meeting of the NAB's Sales Managers Executive Subcommittee and the RMA Advertising Subcommittee charged with carrying out the project.

Tied into the set-sale theme will be National Radio Week Oct. 26-Nov. 1, with both trade associations laying plans for an early start in a move to develop the week into an important national event.

Fred Eldean Org., handling details of the set campaign, submitted a presentation covering many phases of the plan. The meeting was held in the Eldean New York offices.

Important role has been planned for broadcast stations, whose interest lies in increasing audience size as more sets are purchased for homes. Louis Hausman, of CBS, told the joint meeting that only one-third of families own two or more radios, leaving a vast market for sets in the one-radio family group.

Taking part in the New York meeting for NAB were Hugh Higgins, Assistant Director of Broadcast Advertising; Arthur C. Stringer, Director of Special Services; Mr. Hausman; Edward P. J. Shurick, Free & Peters; John Carl Jeffrey, WKMO Kokomo, Ind. John Outler, WSB Atlanta, NAB subcommittee chairman, was unable to attend.

Representing RMA were Stanley H. Manson, Stromberg-Carlson Co., subcommittee chairman; James D. Secrest, Director of Publications; W. B. McGill, advertising manager of Westinghouse Radio Stations; Richard Hooper, RCA; Victor Irvine, Galvin Mfg. Co.; Earl Hadley, Bendix Radio Division; L. E. Pettit, General Electric Co.

The RMA Advertising Committee met Wednesday to go over the campaign in detail. Presiding was John S. Garceau, Farnsworth Television & Radio Corp., committee chairman. The committee approved a slide film demonstration for use by dealers and at public meetings, along with proposals for publication articles and other measures.

WALLACE SHOWS NEW TALENT

Puts Microphone Under Table and Places Firm Foot on It to Balk Radio News Report

HYBRID CORN, boomerang throwing, all-grain diets and presumedly pink-tinted thinking have all been developed to a new high by Henry Wallace. And last Monday he exhibited a new talent—talking through his left foot. The technique was exhibited at his news conference held at 2500 Q St., N. W., in Washington.

After a series of sessions with the offices of the *New Republic*, Mr. Wallace's magazine, Washington stations were told they could wire record the conference. Then they were told by Harold Young, Mr. Wallace's charge d'affaires, that there was no chance. "It will be a press conference, and there won't be any room for a microphone," radio newsmen were told.

WOL and WRC persisted and finally got Mr. Young's O.K. Arriving at the scene, engineers for the two stations got their equipment set up—microphones, cables and recording units—when Mr. Young announced that the conference would adjourn to the next floor up.

Equipment was pulled out by the roots, and the radiomen scurried up to the next floor. WOL managed to get its microphone on a table in front of Mr. Wallace, and immediately the ex-vice president picked it up, saying, "Sir, this is a press conference," and put it under the table.

Mr. Wallace firmly placed a foot on the microphone and held it there for the remainder of the conference. "Keep on recording," WOL's Macon Reed told Engineer Ray Kaplan, so the equipment ground away.

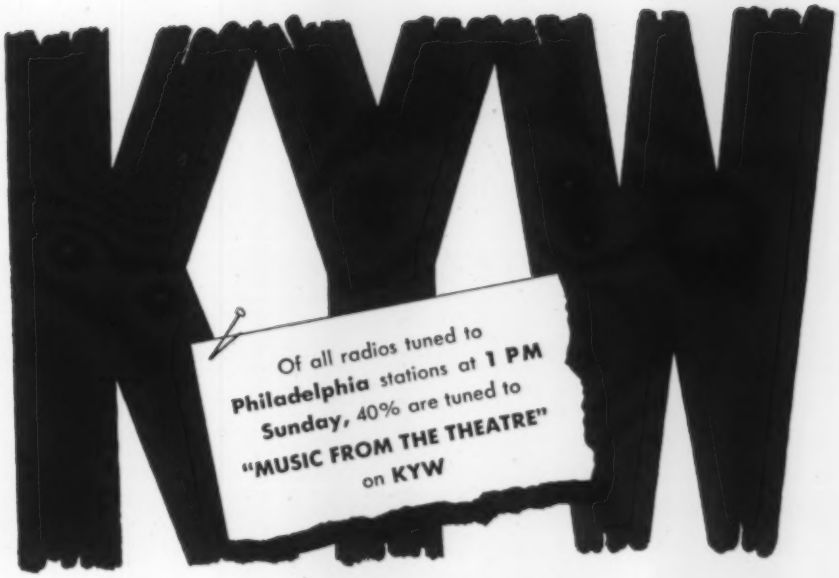
After the last, "Thank you, Mr. Wallace," signifying the end of the session, the former vice president released his hold on the microphone and returned it to WOL. He good-humoredly agreed to answer Mr. Reed's questions now for the unfettered microphone, but then Mr. Young interposed with objections, so Mr. Wallace got up and slowly walked away.

Fed to Mutual

Albert Warner's 11 p. m. newscast that night (Monday) was specially fed to the Mutual network. In it Mr. Warner gave his serious comments on the Wallace conference, then pulled his rabbit out of the hat. He played an excerpt from the recording.

"So here was Mr. Wallace at this news conference," Mr. Warner commented, "complaining about inaccuracies in the news and at the same time frustrating the new normal radio reporting in which there can be no inaccuracy because the speaker's own words are presented."

There followed another unintelligible recorded excerpt, with Mr. Wallace still talking through his left foot.



FOR SALE: An established program, with a week-after-week audience of almost half the sets-in-use in the Philadelphia area! Clarence Fuhrman's brilliant conducting and Frank Coleman's appealing voice make "Music from the Theatre" a top-notch advertising vehicle in the Nation's Third Market. WESTINGHOUSE RADIO STATIONS INC. National Representatives, NBC Spot Sales (except for KEX). For KEX, Free & Peters.

WBZ - WBZA - KDKA - WOWO - KEX - KYW

This is our 25th ANNIVERS

This month the Oldest Radio Station in the Northwest is *twenty-five years old*—and, boy!, what a difference those twenty-five years have made!

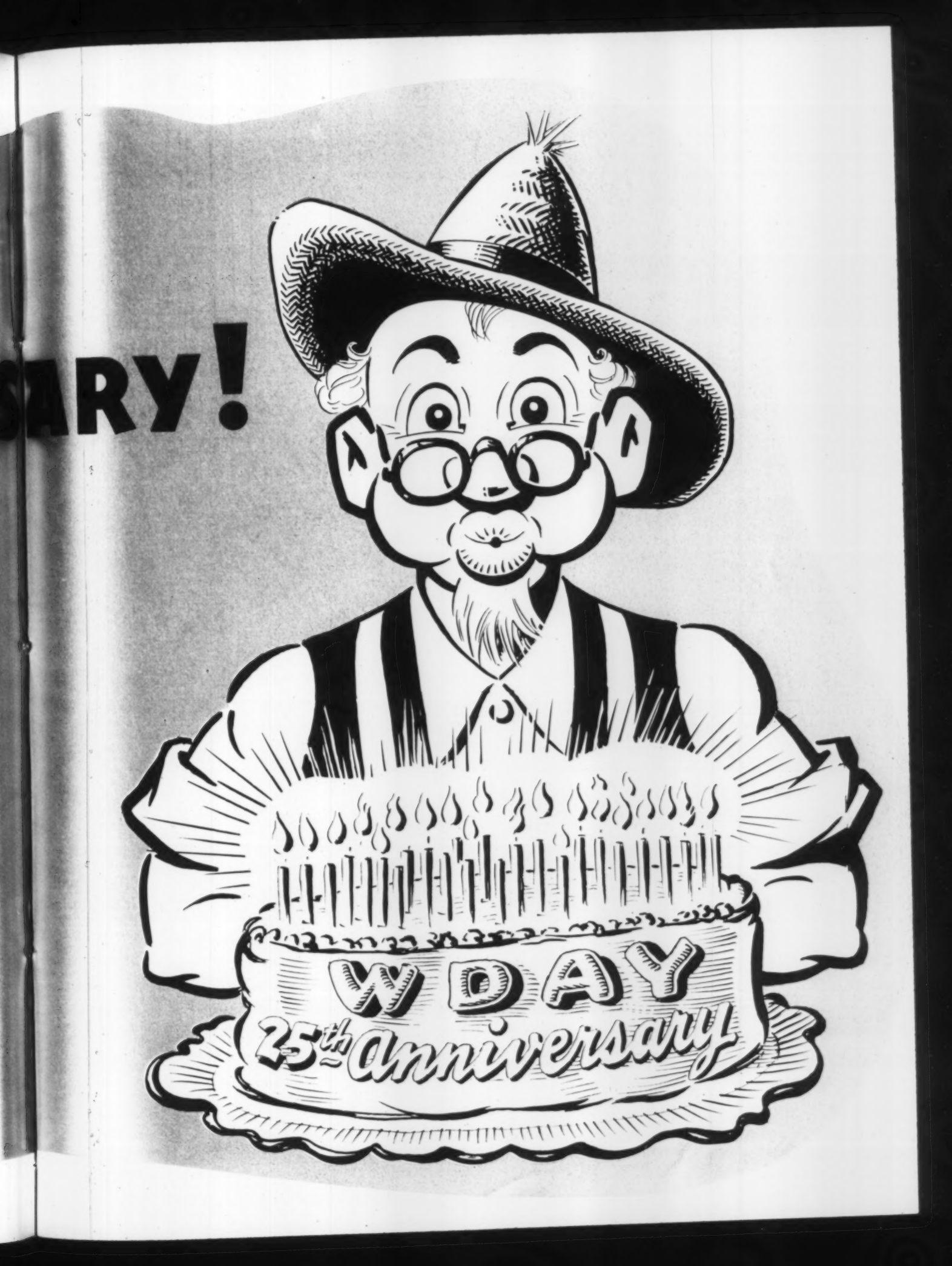
But one thing remains almost the same. Whereas our listeners in 1922 simply couldn't "get" any other station, today they simply (almost) *won't!* Today in the rich Red River Valley, frequent listener-surveys have proved *it's WDAY by six to one!*

Let us, or Free & Peters, tell you the amazing facts about the listener-preference that WDAY's better programming, better showmanship, better service has built, over these twenty-five years of radio pioneering in one of the nation's richest agricultural areas. You'll be glad you asked!

FARGO, N. D.

AN NBC AFFILIATE • 970 KC • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives


SARY!
WDAY
25th Anniversary

AFA OUTLINES ANNUAL CONVENTION MAY 25

THEME of 43rd Annual Convention and Advertising Exposition of the Advertising Federation of America is "The Right to Advertise—the Key to Free Enterprise." Convention will be held May 25-28 at the Hotel Statler, Boston.

Oveta Culp Hobby, wartime WAC commander and wife of W. P. Hobby, president of KPRC Houston, will be featured speaker at the opening session, sponsored by the Council on Women's Advertising Clubs. Robert S. Peare, vice president of General Electric, will deliver the keynote address at the general luncheon meeting. Allan T. Preyer, chairman of Morse International and of the Federation board, is scheduled as toastmaster for the annual banquet.

Sen. Owen Brewster of Maine and J. P. Spang Jr., president of Gillette Safety Razor Co., will be the speakers at a New England luncheon. Other convention speakers include Charles Mortimer Jr., vice president of General Foods and C. Scott Fletcher, president of Encyclopedia Britannica Films.

Departmental meetings are planned on broadcasting, outdoor, newspaper, foreign language newspaper, industrial, direct mail and retail advertising, premiums, and Advertising Club activities.

Wisconsin Radio Seminar Slated to Start July 28

TEN-DAY public service radio institute sponsored by the U. of Wisconsin, will begin July 28 with list of speakers and consultants drawn from commercial and educational radio. Among those listed to participate are:

Ed Brecher, general manager, WQQW Washington, D. C.; C. J. Durr, FCC commissioner; Edwin F. Helman, WBOE Detroit; Edgar Kobak, president, MBS; P. B. Lafser, WTMJ-FM Milwaukee; Buryl Lettridge, manager, WOC; H. B. McCarty, director, WHA; John Patt, manager, WGAR; W. Gibson Parker, chief, radio production, United Nations; Ben Park, producer, WBBM; Richard Phelps, CBC; Robert Shaw, writer; Robert Lewis Shayen, writer-producer; Edward Stasheff, television writer, WNYE; Clifton Utley, NBC commentator, and Parker Wheatley, director, Lowell Institute Broadcasting Council.

WMLO Inaugural

HOUR-long program broadcast from the Fox-Wisconsin Theatre featured initial broadcast of WMLO Milwaukee April 20. Owned by Cream City Broadcasting Co., station operates with 1 kw on 1290 kc. William Travis is WMLO'S general manager, Gene Posner president.

Sears & Ayer Stations

SEARS & AYER Inc. Chicago, will represent approximately 75 stations associated with Homer Griffith Co., station representatives, effective June 1st. Representation will include markets east of the Rocky Mountains only, according to A. T. Sears.

AUDIENCE measurement survey "The Pulse" was explained for 89 representatives of Boston advertising agencies by WEEI, CBS outlet, at a luncheon in Boston's Parker House. Among advertising executives attending were (l to r): Standing—George Mattheson, Batten, Barton, Durstine & Osborn Inc.; Ted Steele, John C. Dowd Inc.; Nan Howard, WEEI sales representative; Joseph Blue, Bresnick & Solomont; seated—Sally Larkin, H. B. Humphrey Inc.; Bayard Robertson, BBDO; Laurice Moreland, Bennett, Walther and Menadier Inc.; Robert Sullivan, Daniel F. Sullivan Co.

AAAA Announces New Officers, Governors of Regional Councils

THE AMERICAN Assn. of Advertising Agencies announced the following new officers and governors of its regional councils last week:

New York Council—Chairman, Harold B. Thomas, vice president and treasurer, Pedlar & Ryan Inc., New York; vice chairman, Gordon E. Hyde, president, Federal Advertising Agency Inc., New York; secretary-treasurer, W. K. Dingledine, vice president, Charles W. Hoyt Co. Inc., New York; governors, Robert D. Holbrook, president, Compton Advertising Inc., New York; George O. Muir, president, Muir & Co. Inc., New York; H. M. Montgomery, president, Hanly, Hicks & Montgomery Inc., New York; L. Stanford Briggs, vice president and manager of Eastern operations, McCann-Erickson Inc., New York;

New England Council—Chairman, Joseph T. Coenen, partner, Alley & Richards Co., Boston; vice chairman, William B. Remington, president and treasurer, Wm. B. Remington Inc., Springfield, Mass.; secretary-treasurer, J. A. Keary, Sutherland-Abbott, Boston; governors, Francis W. Hatch, vice president, Batten, Barton, Durstine & Osborn Inc., Boston; Kenneth B. Sutherland, partner, Sutherland-Abbott, Boston.

Atlantic Council—Chairman, Howard Medholdt, Aitkin-Kynett Co., Philadelphia; vice chairman, Wesley Ecoff, president and treasurer, Ecoff & James Inc., Philadelphia; secretary-treasurer, Frank Murphy, vice president and space buyer, Geare-Marston Inc., Philadelphia; governor, Lee E. Hood, first vice president, Richard A. Foley Advertising Agency Inc., Philadelphia.

Central Council—Chairman, A. W. Seiler, president, Cramer-Krasselt Co., Milwaukee; vice chairman, R. B. Barton, vice president, BBDO, Chicago; secretary-treasurer, Ward L. Weist, assistant secretary, J. Walter Thompson Co., Chicago; governors, E. E. Sylvestre, president, Knox Reeves Advertising Inc., Minneapolis; Earle Ludgin, president and treasurer, Earle Ludgin & Co.; Fergus Mead, vice president, The Buchen Co., Chicago; Clyde Joice, president, Goodkind, Joice & Morgan, Chicago; Fairfax M. Cone, chairman of executive committee, Foote, Cone & Belding, Chicago; Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit.

Pacific Council—Chairman, Warren E. Kraft, vice president and manager, Honig-Cooper Co., Seattle; vice chairman, Charles H. Ferguson, vice president, BBDO, San Francisco; secretary-treasurer, Charles H. Devlin, vice president and radio director, Joseph R. Gerber Co., Portland, Ore.; governors, L. C. Cole, owner, L. C. Cole Advertising, San Francisco; C. Burt Oliver, general manager, Foote, Cone & Belding, Hollywood.

Langhoff Made Research Head at Young & Rubicam

DR. PETER LANGHOFF, who has been associated with Young & Young, New York, since last January, became director of research for the agency May 1. He succeeds Dr. George Gallup, who is retiring from the agency field to devote full time to directing the American Institute of Public Opinion and Audience Research Inc., both of which he founded.

Dr. Langhoff, prior to joining Young & Rubicam, organized, developed and directed various governmental research groups. During the war he was chief of the Statistical Division of the Army Service Forces.

L. A. Advertising Women Announce Award Winner

FIRST ANNUAL Francis Holmes Achievement Award offered by Los Angeles Advertising Women for outstanding radio writing by advertising women of Southern California [BROADCASTING, April 21] has been awarded to Betty Mears, NBC Hollywood staff writer, for her *Play for Tonight*, originated by NBC Hollywood.

Marcia Drake, writer producer for Bergen-Cunning Television Productions, Hollywood, was given the Ad Club "Lulu" for her serialized television commercial, *The Paper Moon*.

Honorable mentions went to Phyllis Beardsle, free lance writer, for her video play, *If the Light Be Darkness*, and to the team of Marion McClintock and Ruth Reynolds of Young and Rubicam Inc., Hollywood, for commercials on Hunt Foods Inc. programs.

WIBW Needler

NEAT promotional brochure was mailed last week by WIBW Topeka, Kan. Setting forth advantages of knitting Kansas sales coverage by using WIBW, folder was illustrated with ball of yarn through which were thrust two real knitting needles. Readers were urged to return an attached post card for more free needles and sales data.

FCC'S SCOTT DECISION CALLED 'MISLEADING'

FCC'S "SCOTT DECISION," affirming the right of atheists to time on the air [BROADCASTING, July 22, 1946], is attacked in a booklet by Wilbur M. Smith of the faculty of Moody Bible Institute, which is licensee of WMBI Chicago, a noncommercial station.

"The memorandum of the FCC will mislead a misinformed public," Mr. Smith declares. He challenges the Commission's reasoning in the case, and, relating to its references to statements of early American leaders, asserts: "It is strange that the FCC, instead of using unfair and inaccurate insinuations about opinions of Jefferson, Jackson and Lincoln, did not bring forth some facts to prove their faith in God."

Mr. Smith also attacks "the non-Christian program of the United Nations Educational, Scientific and Cultural Organization," and the selection of Julian Huxley, whom he terms "an enemy of the Christian faith and . . . an outspoken denier of the existence of a living and personal God," to be UNESCO head.

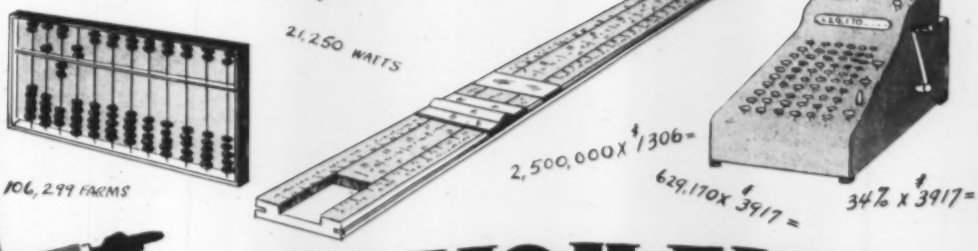
The 46-page booklet is titled *The Increasing Peril* ("of permitting the dissemination of atheistic doctrines on the part of some agencies of the U. S. Government"). It is published by Van Kampen Press, Chicago.

Gimbel's of Philadelphia Starts New Video Series

GIMBEL BROTHERS, Philadelphia department store which last year sponsored a series of 21 television shows on WPTZ Philadelphia, returned to television and WPTZ Friday night with a new series, *The Handy Man*. Quarter-hour show, featuring Jack Creamer as a handy man around the house, mixes entertainment with information on new products.

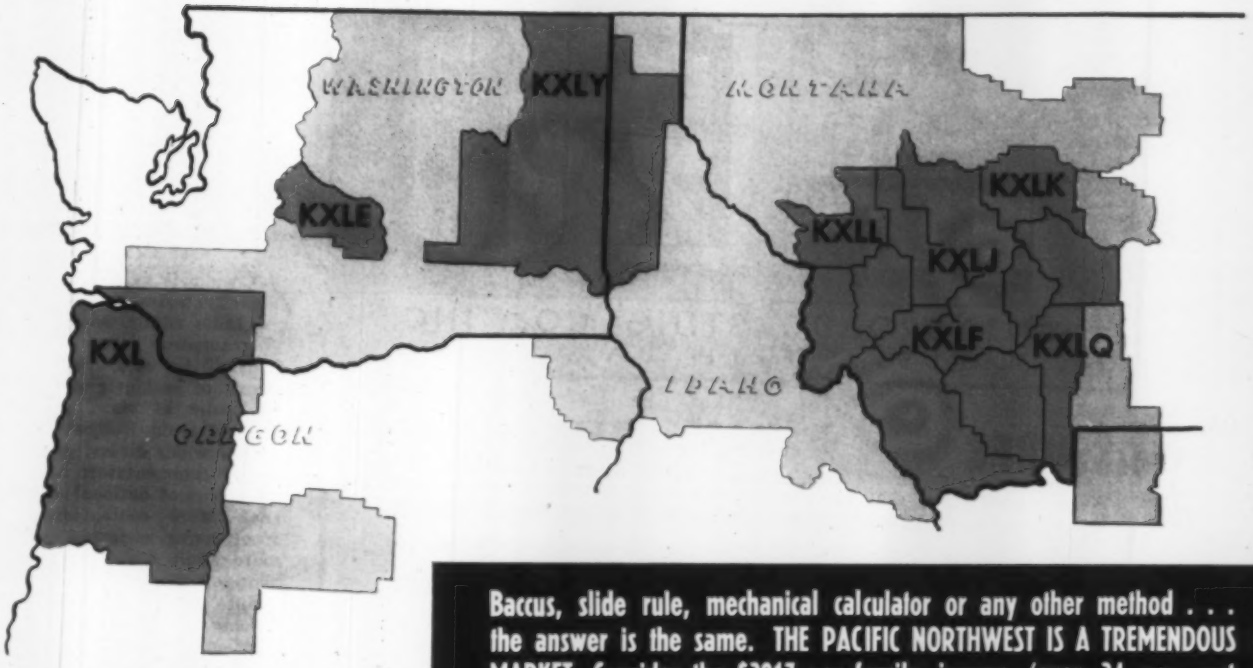
David Arons, publicity director of Gimbel's, said that last fall's series, when the audience was much smaller than now, produced as high as a 3% sales return. With surveys showing an average of 4.2 viewers per set, WPTZ estimated that nearly 5,000 consumers a month are being added to its audience.

K. Excel Says:



XL ANY WAY YOU FIGURE

THIS IS A TREMENDOUS MARKET



Merchandisable Area

Bonus Listening Area

Baccus, slide rule, mechanical calculator or any other method . . . the answer is the same. THE PACIFIC NORTHWEST IS A TREMENDOUS MARKET. Consider the $3917 per family income (over 34 per cent above the national average) . . . which means more money for "luxury" items. Obviously then, the 2,500,000 listeners in the XL market have a potential buying power of nearly three and a half million people. Right? And when you also consider that you can buy this combination of "home town" stations with a single contract at a very substantial discount: Well, it just adds up, doesn't it?

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blv'd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 551 5th Ave., New York
The Walker Co., 360 N. Mich., Chicago

Write for our complete MARKETIPS

PACIFIC NORTHWEST BROADCASTERS

THE XL STATIONS

WFAK CHARLESTON, S. C. STARTS ON 1 KW, 730 KC

WFAK Charleston, S. C. began operations April 27 as a 1-kw daytime MBS affiliate on 730 kc. The station is owned by Charleston Broadcasters and its studios are in Charleston's Atlantic Coast Life Insurance Bldg. Transmitter, a Collins, is located a half mile outside Charleston. A Collins console also is being used, and the tower is wind turbine guyed.

All male members of the staff are war veterans, and their average age is 26, according to WFAK's general manager, Peter J. Brandon, who formerly was with WGAC Augusta, Ga. Besides Mr. Brandon, the staff includes Ed Smith, also formerly of WGAC, program director; James Kitchings, chief engineer; Joe Trott, Tom Hennesy, Charlie Dempsey and Bill Crutchley, announcers; Edward Powers and Fred Bernstein, salesmen.

Justin Miller, Jack Gould Debate Pros And Cons of Radio in a CBS Broadcast

THE oft-argued question, "Is Radio Doing a good Job?" was given a fresh airing April 25 over CBS when NAB President Justin Miller, arguing in the affirmative, clashed with Jack Gould, radio editor of *The New York Times*.

Judge Miller vigorously defended the status quo in broadcasting and cited the results of a survey made a few months ago "when some experts went about the country asking the people whether they thought that radio was doing a good job 'around here' and the people told them it was, definitely, doing a better job, than the schools, the churches, the newspapers and the city governments."

Claiming that most people enjoy the programs now on the air, Judge Miller said they should not be side-tracked to satisfy "a few disgruntled malcontents."

Comparing our radio with that of other countries, Mr. Miller asked, "Have you heard anyone claiming that the radio of any other country is better or as good as American radio? You have not." He said further that although foreign radio does not have advertising, "it does have dull, lifeless, dishwater, compared with our programs, and great doses of government propaganda." On the subject of advertising, Mr. Miller contended that "it's the lifeblood of American radio." He said we should be willing to listen to a few minutes of commercial in exchange for a "beautiful program."

Summing up his case, Mr. Miller said that "as long as receivers are designed with a dial by which listeners can select the programs they desire and a knob by which they can reject all that radio has to offer, the American system of broadcasting will bring to the people what the people want."

Mr. Gould, meanwhile, said that the question is: "Is American radio doing as good a job as it might reasonably be expected to?" The answer, he said, must be largely in the negative. Referring to daytime serials, 'cops and robbers' shows, and so-called 'horror' programs as the three most controversial types of programs, Mr. Gould admitted that they have a place in radio, but said the question was how big a place. "In catering to the majority taste as represented by these types of programs," said Mr. Gould, "radio has tended to overlook very substantial minority tastes."

Asks Better Drama

If radio is to appeal also to the minority tastes as it should, said the radio editor, several needs in programming seen obvious. "These," he said, "would include drama of real originality, vitality and point of view, to offset the flood of tepid Hollywood revivals. Also a wider diversity of opinions among commentators and a wider discussion of national and local issues. More contemporary music from young serious composers. A more adult wit in many comedy shows. A few more popular singers who believe in singing and not mooing. And, last though not least, advertising messages with information instead of emotion."

Shaking a warning finger at broadcasters who falsely accuse critics, Mr. Gould said, "To those despondent disciples of the status quo I would point out one rather obvious fact. That there is criticism of radio is the best possible evidence of radio's essential health. Should there be a stop to the interest which that criticism represents, then radio really will have reason to start worrying about its future."

Bing Is Guest

SURPRISE GUEST at the silver anniversary wedding party April 22 of G. A. Richards, president of WJR Detroit, and Mrs. Richards was the star of WJR's competing network affiliate, Bing Crosby. After lunching with Harry Wismer, ABC sports director, and Niles Trammell, president of NBC, Mr. Crosby attended the Richards' wedding celebration and sang several songs in honor of the couple.

KOPO Ceremony

KOPO, 250 w Tucson station on 1450 kc., licensed to Old Pueblo Broadcasting Co., and an ABC affiliate, will have formal opening on June 1. Station has been in operation since early February, but postponed festivities.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

WHAT ASSURES STATION ACCEPTANCE FOR YOU!

TOP PROGRAMMING and PRODUCTION?

Naturally!

BUT FURTHER—KELO CONSISTENTLY PROVIDES

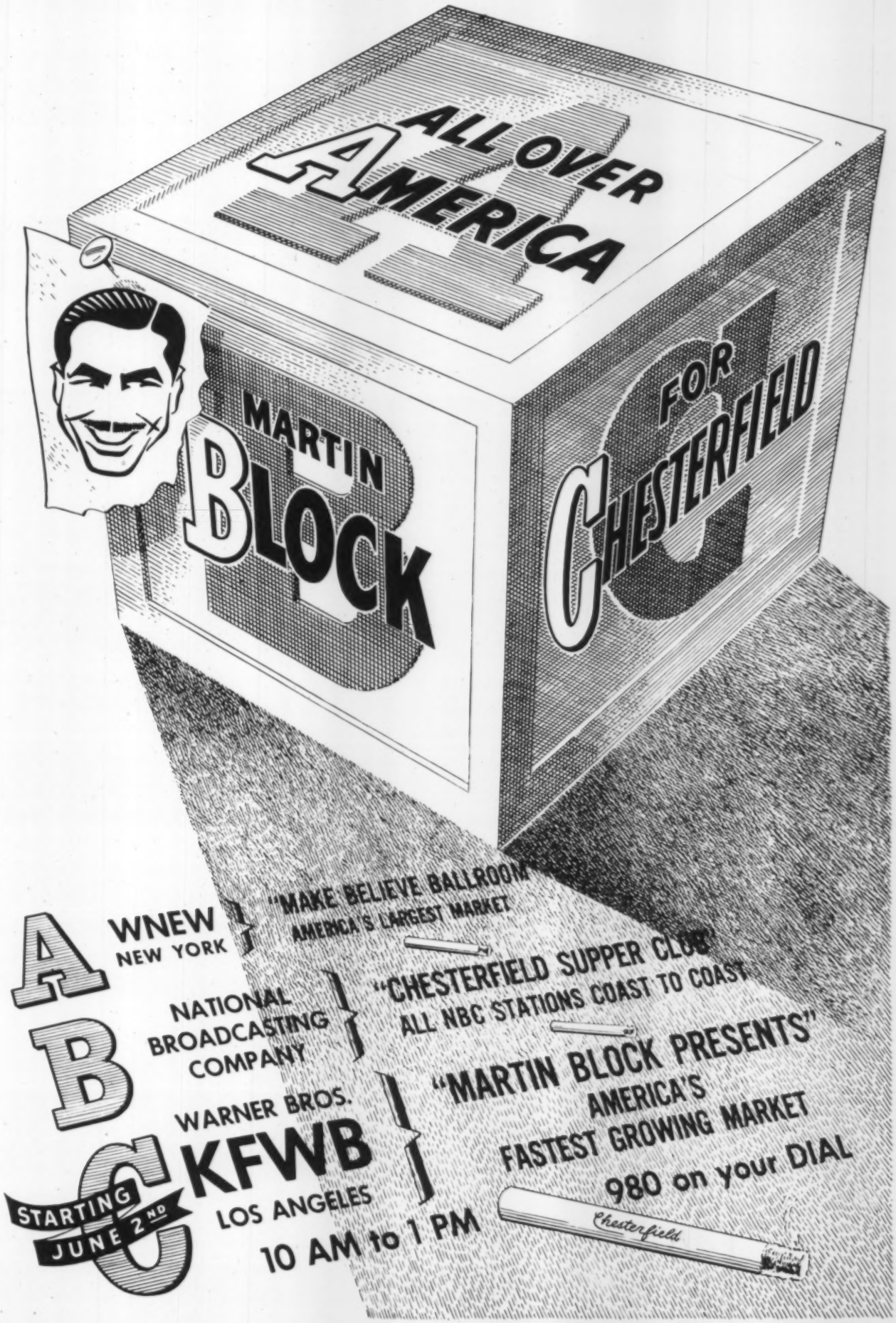
NBC AFFILIATE

ALERT, INTELLIGENT PROMOTION AND MERCHANDISING—

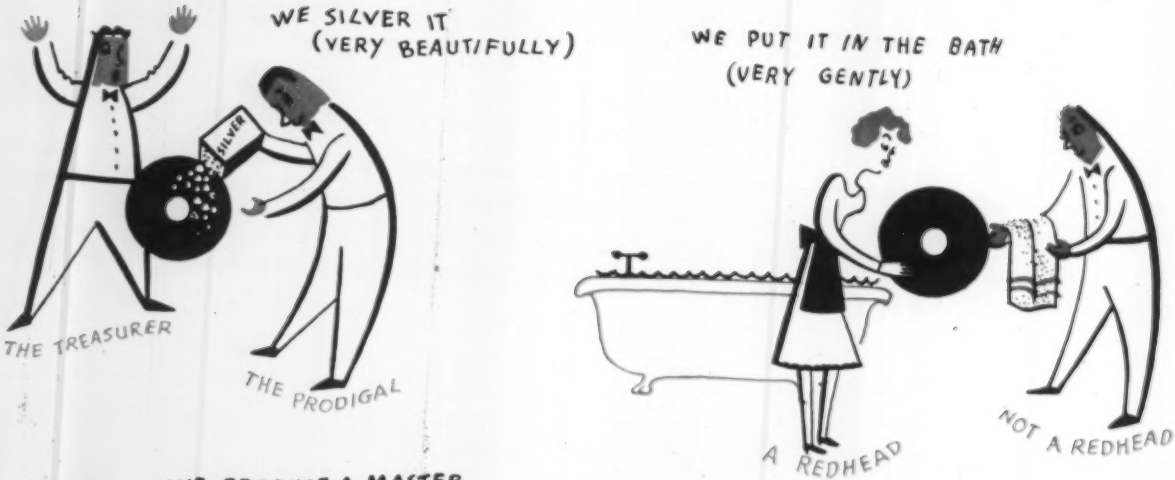
Film Trailers
Car Cards
Daily Newspaper
Billboards
Weekly Newspaper
Window Display
Dealer Letters
Dealer Calls
Courtesy Announcements
Newspaper Publicity

Consider—then Contact

JOHN E. PEARSON CO.


ALL OVER AMERICA
MARTIN BLOCK
FOR CHESTERFIELD
A
WNEW NEW YORK
"MAKE BELIEVE BALLROOM"
AMERICA'S LARGEST MARKET
B
NATIONAL BROADCASTING COMPANY
"CHESTERFIELD SUPPER CLUB"
ALL NBC STATIONS COAST TO COAST
C
WARNER BROS. KFWB LOS ANGELES
"MARTIN BLOCK PRESENTS"
AMERICA'S
FASTEST GROWING MARKET
980 on your DIAL
STARTING JUNE 2ND
10 AM to 1 PM
Chesterfield

FROM CREATION to POSTERITY in a LIGHT and AIRY MANNER



ALLIED RECORD MANUFACTURING CO. INC.

1041 NORTH LAS PALMAS AVE. • HOLLYWOOD 38

PROCESSED and PRESSED by ALLIED, the MUSIC of the composer cannot be squandered by POSTERITY!

Agencies Prefer Yearly Discount Plan

PARTIAL report of the second questionnaire in BROADCASTING's poll of advertising agencies appeared in the April 14 issue. It presented views of a representative cross-section of agency executives and timebuyers on usefulness of statistical and merchandising activities. The agency ballot was fifth in the series of BROADCASTING's Trends studies. It was submitted in late February. The studies are being conducted by Audience Surveys Inc.

In addition to the questions previously reported, agency panel * members were asked: (1) which of the rate card forms in current use they prefer; and (2) which breakpoints in frequency discount structures they find most logical and useful.

Results of the survey follow.

"The NAB Sales Managers Subcommittee on Standardization of Rate Cards recently issued a report, endorsed by the Time Buyers' Committee of the AAAA's, describing the five major forms of rate cards in current use. Which of these five forms do you prefer?"

Rate Card provides for:	% of all respondents
1. Discounts based on the number (i.e. frequency) of program periods or announcements used within a twelve month period	58%
2. Discounts based on: (1) number of broadcast days within a week; (2) dollar volume during the week; and (3) consecutive weeks	14
3. Two different discounts, based on (1) weekly dollar volume; (2) consecutive weeks of broadcasting	13
4. Discounts based on: (1) number of broadcasts used within a week; and (2) consecutive weeks of broadcast	8
5. Flat rate—a single price for each service offered, no discounts allowed, regardless of volume of business, or length of contract	4
No answers	3
TOTAL	100%

Agencymen's preference for rate cards based on frequency use within a year (the rate structure used by most stations) is clearly demonstrated—58% prefer this type of rate structure, more than four times as many as indicated preference for any other.

Rate cards allowing for discounts based on number of broadcast days within a week, on dollar volume during the week, and on consecutive weeks, ran second (14%), followed closely by the card allowing for two different discounts based on the weekly dollar volume and consecutive weeks of broadcasting (13%).

Only 4% prefer a flat rate structure, allowing no discounts of any kind.

Frequency Discounts

Because stations offering frequency discounts based on the number of broadcasts within a year (the most favored structure) have used many different frequency breakpoints, the panel was asked:

"Stations which offer frequency discounts based on the number of broadcasts within a twelve month period now used widely varying discounts. If it were possible for stations to standardize their frequency discounts, which breakpoints would be most logical and useful? Please check."

	% of all respondents
13 times	76% *
26 "	72
39 "	38
50 "	2
52 "	81
65 "	6
78 "	13
100 "	6
104 "	60
150 "	3
156 "	38
200 "	7
208 "	36
250 "	1
260 "	36
300 "	10
312 "	43

A majority of the respondents (or better) indicate their choices for frequency discount breakpoints at 13 times, 26 times, 52 times, and 104 times a year—those multiples of the 13 week cycle most commonly used.

Beyond 104 times a year, the choices of the panel were less emphatic but evenly distributed among 156 times, 208 times, 260 times, and 312 times per year as logical and useful points for setting discounts.

Relatively little preference was shown for discounts based on frequencies of 65 and 78 times, and for the entire group of off-calendar units (50, 100, 150, 200, 250, and 300 times).

[EDITOR'S NOTE—BROADCASTING's next Trends Poll, investigating broadcasters' reactions to the need for new radio legislation and the shape such legislation should take, is in the field now. Replies will be released in BROADCASTING this month.]

* A sample of all national and regional advertising agencies in the U. S. controlled for proper balance by geographical area and volume of business.

* Percentages add to more than 100% because most respondents indicated more than one frequency discount breakpoint.

Best Average Seasonal Ratings In 20 Classifications Announced

INAUGURATION of a "Hooperade of Stars," an annual selection of programs with the best average ratings in their class during an entire radio season, was announced last week in New York by C. E. Hooper, president of the audience firm.

The program with the highest average Hooperating during November and December, 1946, and January, February, March and April, 1947, was the Bob Hope show. It scored an average of 29.8. *Fibber McGee & Molly* was second with 28.3 and Jack Benny third with 27.6. All are NBC shows.

The "Hooperade of Stars" will be compiled annually, Mr. Hooper said, as a reflection of the listening public's vote on the popularity of radio programs. It will not include ratings of shows heard during the summer months.

In the 1946-47 Hooperade, which selected winners in 20 categories and was based on the regular network Hooperatings compiled semimonthly, NBC won 26 places, CBS 23, ABC 7 and Mutual 2.

Winning Programs

Winning programs in the 20 categories follow:

Variety—Bob Hope, 29.8; *Fibber McGee & Molly*, 28.3; Jack Benny, 27.6.

Plays—*Radio Theatre*, 23.7; *Screen Guild Players*, 21.8; *Dr. Christian*, 13.4.

Evening dramatic skits—*Amos 'n Andy*, 23.7; *Great Gildersleeve*, 17; *Date With Judy*, 15.1.

News commentator — Walter Winchell, 21.8; H. V. Kaltenborn, 10.0; Drew Pearson, 8.6.

Mystery—*Mr. District Attorney*, 20.4; *Big Town*, 15.3; *Inner Sanctum*, 15.2.

Male singer—Bing Crosby, 17.2; *Your Thursday Meeting with Dick Haymes*, 12.3; *Supper Club* (Perry Como), 10.9.

Audience participation — *Truth or Consequences*, 16.3; *Take It or Leave It*, 16.1; Bob Hawk show, 14.3.

Variety, female star—Joan Davis, 15.1; Judy Canova, 14.9; Fannie Brice show, 14.2.

Evening, popular music—*Your Hit Parade*, 13.2; *Music Hall*, 13.1; *Manhattan Merry-Go-Round*, 12.7.

News reporter—Lowell Thomas, 12.6; *Johns-Manville News*, 10.7; *Parker Pen News*, 9.3.

Quiz expert—*Can You Top This?* 12.1; *It Pays To Be Ignorant*, 11.1; *Information Please*, 8.8.

Female singer—*Supper Club* (Jo Stafford), 12.0; *Kate Smith Sings*, 10.9; *Ford Show*, starring Dinah Shore, 9.7.

Concert music—*American Album of Familiar Music*, 12.0; *Waltz Time*, 10.4; *Voice of Firestone*, 10.0.

Children's program—*Lone Ranger*, 9.5; *Let's Pretend*, 6.6; *Tom Mix*, 4.9.

Daytime dramatic skits—*Stars Over Hollywood*, 8.5; *Grand Central Station*, 7.4; *Theatre of Today*, 7.2.

Daytime serial—*When A Girl Marries*, 8.1; *Young Widder Brown*, 7.7; *Ma Perkins*, 7.5. Because so many of the daytime serial programs fell within a fraction of each other's ratings Mr. Hooper listed five additional programs in this category. They are: *Portia Faces Life*, 7.4; *Right To Happiness*, 7.3; *Aunt Jenny*, 7.2; *Our Gal, Sunday*, 7.05; *Romance of Helen Trent*, 7.03.

Sports—Bill Stern, 7.7; boxing bouts, 6.0 (no third listed).

Daytime variety—*Breakfast In Hollywood* (Kellogg), 7.1; *Breakfast In Hollywood* (P&G), 6.6; *County Fair*, 6.3.

Daytime popular music: *King Cole Trio*, 4.6; *Teentimers Club*, 4.3; *Fred Waring*, 4.3; *Jack Berch*, 4.1.

Educational and forv [illegible] *Front*, 4.3; *Exploring* [illegible] *known*, 4.3.

LUX THEATRE AND BENNY LEAD IN PULSE RATINGS

AVERAGE quarter hour sets-in-use dropped during the March-April period in the New York-Philadelphia-Boston area to 24.7 as compared to 25.4 in the January-February period, The Pulse, Inc., New York, reported last week.

Top 10 evening shows during this period as issued by The Pulse were as follows: *Lux Radio Theatre*, 26.4; *Jack Benny*, 25.2; *Bob Hope*, 23.6; *Charlie McCarthy*, 22.6; *Fibber McGee & Molly*, 22.4; *Fred Allen*, 21.9; *Red Skelton*, 19.8; *Walter Winchell*, 19.7; *Screen Guild*, 19.0; *Mr. District Attorney*, 18.5.

Top 10 daytime shows reported were: *Kate Smith Speaks*, 8.4; *Aunt Jenny*, 7.9; *Our Gal Sunday*, 7.5; *Helen Trent*, 7.4; *Big Sister*, 7.4; *Breakfast Club*, 7.2; *Road of Life*, 7.1; *Ma Perkins*, 7.1; *Young Doctor Malone*, 7.1; *When a Girl Marries*, 6.7.

First Saturday and Sunday daytime programs were: *The Shadow*, 12:5; *True Detective Mysteries*, 9.5; *Quick as a Flash*, 9.4; *Counterspy*, 8.6; *House of Mystery*, 8.4; *Harvest of Stars*, 8.3.

FREE & PETERS announces its new FORT WORTH OFFICE in the STAR-TELEGRAM BUILDING

NOW you agencies and advertisers in Texas and the Southwest will get the same "on-the-spot" *Free & Peters Service* as our friends in New York, Chicago, Detroit, Atlanta, Hollywood and San Francisco! Joe Evans, formerly of our Chicago Office, is Manager of the new Fort Worth Office. He'll be calling on you soon. In the meantime, if you have any rush assignments, you can reach him at the Star-Telegram Building.

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FORT WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

NEW YORK	CHICAGO	DETROIT
444 Madison Ave:	180 N. Michigan Ave.	3463 Penobscot Bldg.
Plaza 5-4130	Franklin 6373	Cadillac 4255

FORT WORTH	ATLANTA	HOLLYWOOD	SAN FRANCISCO
Star-Telegram Bldg.	322 Palmer Bldg.	6331 Hollywood Blvd.	58 Sutter St.
Fort Worth 3-1234	Main 5667	Hollywood 2151	Sutter 4353

(Advertisement)

DILEMMA OF A CITY

Down our way we are faced with a serious dilemma. At least, our City Fathers are, and though it won't be necessary at this moment for any of you to get out your crying towels you might possibly interest yourselves in our dilemma,—garbage figures dilemma, if you please.

We know that what with the high cost of rooms at some hotels, and Hialeah coming to a pretty figure every now and then, not mentioning a few of our so-called gilded rooms, some of our tourists *eat like birds*, but even then our garbage trucks keep running back and forth, and last winter at the peak of the Season, what with all this scurrying around, the Joes who manned those swillwagons, in solemn conclave met and adopted as their theme song the old G. I. refrain: "Oh, My Aching Back".

This brings us down to our point. Each ton of garbage represents X number of people. That's how it's figured.... The great statistical brains that we have, dip into our garbage figures, and conclude that at our peak time we had 750,000 folks living in the Miami area. Now, as any fool can plainly see, we haven't much of a record to travel on to prove our winter peak population, especially if our first hypothesis is true, that our very welcome visitors eat like birds at times, but we can prove exactly the number of home folks that we have around here.

We all had to stand up in our best manner and have our noses counted, and here is the amazing result—the figures of the Florida census of 1945 reveal that there were 496,000 home folks, year-round residents, in the WKAT half millivolt contour line. Of course, we think this area has grown since then; how much we don't know.... We are still looking to our garbage figures for the answer.

There is really no great moral to be pointed out in this story. However, it is suggested that you gentlemen who sit in New York, or Chicago, or Detroit, or Philadelphia, or any other place, scanning BMB Statistics gotten up by experts, Hooper figures, or other figures derived from censuses, take a look at our garbage figures and figure the population it represents. Another thing we invite your attention to, is WKAT and its low rates—incidentally, we think too low—for we verily believe that for the dollar charged with the population at hand, WKAT is the best all round radio buy in the United States.

If you can twist these figures any way to prove differently, you are welcome to a free ride.

Remember that here garbage figures represent population figures and that is the only way we know how to go about proving the fantastic growth of this community.

FRANK KATZENTINE
WKAT

WCAU Pioneers 'Hearability' Test

ROBERT GUNNING, of Readable News Reports, who has conducted tests of readability of some of the nation's best-known newspapers and magazines, last week announced the results of the first such tests of radio. The experiment was conducted at WCAU Philadelphia and was announced to the trade press and radio by Dr. Leon Levy, WCAU general manager. The plan was first suggested by J. David Stern, former publisher of the *Philadelphia Record* at a time when the newspaper owned the station. In picture (l to r) are Joseph T. Connolly, WCAU program director; Mr. Gunning, Dr. Levy and Mr. Stern.

'Order' Granting Application of WJIM Lansing Revised to 'Proposed Decision'

FCC last week changed from an "order" to a "proposed decision' its Dec. 6 action granting WJIM Lansing's application for 550 kc with 1 kw directionalized and conditionally approving WKRC Cincinnati's request for 5-kw use of the same frequency, also directionalized.

WKRC had contended that FCC's handling of the case, using the device of an order rather than a proposed decision and subjecting WKRC's grant to certain un-requested limitations on radiation toward WJIM, precluded the right to oral argument and was "illegal" [BROADCASTING, Jan. 6].

In response to WKRC's opposition to the terms of the order, WJIM suggested that a proposed decision be issued granting its own application and denying WKRC's but proposing a conditional grant to WKRC with opportunity for oral argument. The procedural change authorized by the Commission does not affect the nine other applicants in the case except that their applications are severed from the proceedings. Thus the original order still stands as to them.

The proposed decision in which FCC incorporated its proposals concerning WJIM and WKRC said a grant of the former's application would make a better distribution of radio service.

It did not consider it necessary to deny WKRC's application *in toto* since there is no daytime conflict between the two applications and nighttime problems could be resolved by the restrictions proposed to be imposed on WKRC operations. These limitations would restrict WKRC's 5-kw nighttime radiation toward WJIM to 175 millivolts per meter equivalent for a .311 antenna in the horizontal 465 mv/m radiation toward the plane. WKRC had proposed a Lansing station.

WJIM is seeking authority to move from 1240 kc with 250 w to 550 kc with 1 kw, using directional antenna fulltime. WKRC requests 5 instead of 1 kw on 550 kc and also proposes fulltime directionalization.

Not affected by last week's procedural changes were the Dec. 6 grants to the following (with conditions in some cases): KSD St. Louis, KTSA San Antonio, WGR Buffalo, KOAC Corvallis, and WDEV Waterbury, all for increased operations on 550 kc; KCRS Midland, Tex., to move to 550 kc from 1230 kc; *Atlanta Constitution* and Montana Broadcasting & Television Co., for new stations on 550 kc at Atlanta and Butte, respectively. The 11th application in the proceeding, Atlantic Radio Corp.'s request for a new 5-kw station on 550 kc at Boston, was set for hearing with the application of WNBH New Bedford to move to 550 kc with 5 kw from 1340 kc with 250 w [BROADCASTING, Dec. 16].

May We Present,

SUH...

The Heart of the South

The Georgia

FIVE-STAR GROUP

- **WATL** *Atlanta*
- **WBML** *Macon*
- **WRBL** *Columbus*
- **WRDW** *Augusta*
- **WSAV** *Savannah*

. . . offers a unique group plan for covering the very heart of the South — primary coverage in the first five Georgia markets. . . . One order—one invoice, further facilitates the technique of reaching AND SELLING these rich industrial and agricultural areas.

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.

With Offices in Atlanta, Whitehead Bldg., 223 Peachtree Street - Chicago, 307 N. Michigan Ave. - New York, Graybar Bldg., 420 Lexington Ave.—Los Angeles, 411 W. 5th Street — San Francisco, 300 Montgomery Street.

ATLANTA ☆ AUGUSTA ☆ MACON ☆ SAVANNAH ☆ COLUMBUS

Georgia 5 STAR group

"1 BUYS 5 IN GEORGIA"

GOIN'
TO
THE DOGS
IN
AIREDALE (Ky.)?

No matter how hard your radio messages bark and scratch at Airedale (Ky.) — well, you just aren't going to dig up many bones down there! And WAVE doesn't even try! We're gnawing on the juiciest hunk of meat in all Kaintuck — the Louisville Trading Area, where folks do more business than in *all the rest of the State combined!* Want to give your sales a new leash on life? Okay, then concentrate on waggin' your tale to the Louisville Trading Area!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,

5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

Tiffing Allen's Blood Pressure Shoots Up; Hooper Down, Abetted by DST Shift

IN A DIVERGENT reaction to his recent tiff with NBC [BROADCASTING, April 28] Fred Allen's blood pressure was up and his Hooperating down last week. Both problems required diagnosis by specialists.

First, Mr. Allen flew to Cleveland for an overnight stay at St. John's Hospital and examination by physicians. The comedian was said to be suffering from high blood pressure.

Second, NBC recoiled with a shudder when a special Hooperating of Mr. Allen's Sunday, April 27, show was delivered. Expecting it to confirm their predictions that the comic's audience would be inflated to new records by the publicity windfall which the controversy of the week before had produced, NBC executive incredulously noted that the Allen rating was down nearly three points. He had a 25.3 on April 20, only a 22.4 on April 27.

It was some time before NBC research experts recovered their calm and suggested that the collapse of Mr. Allen's Hooper might be attendant upon the institution of daylight saving time, an annual phenomenon which creates deflation in the Hooper measurements.

ARDE BULOVA REQUESTS DISMISSAL OF O'DEA SUIT

MOTION has been introduced in U. S. District Court, New York City, requesting dismissal of an injunction suit filed April 1 by Richard O'Dea, minority stockholder of WOV New York, who sought to prevent Arde Bulova from selling his majority interest in the station to Harry D. Henshel, his brother-in-law and station president [BROADCASTING, April 7].

The motion, according to Sanford Cohen, Mr. Bulova's attorney, is made on the grounds that it doesn't state a claim and further, that whatever remedy Mr. O'Dea has to offer should be fully exhausted before the FCC first, and then if the decision is deemed unfair it can be appealed to the Federal courts.

METROPOLITAN ELECTS LAGUARDIA AS DIRECTOR

METROPOLITAN Broadcasting and Television Inc., which operates FM Station WABF and experimental television station W2XMT New York, last week announced the election of Fiorello H. LaGuardia, former Mayor of New York and Director-General of UNRRA, as a director.

Ira A. Hirschmann, president of the company, stated in the announcement that "Mr. LaGuardia will aid in formulating the policies to be adopted by the two stations and participate later in a special type of news program he has devised."

Also elected directors were Lyman G. Bloomingdale, grandson of the founder of Bloomingdale's Department Store, New York, and Samuel Wechsler, music patron and one of the original underwriters of the New York City Center. Mr. Wechsler is executive vice president of Metropolitan Broadcasting & Television and a former chairman of the Music and Entertainment Division of Red Cross.

FM-NETWORK contract in Topeka, Kan., has been arranged between Mutual Broadcasting System and KTSJ-FM executives for programs other than musical. Left to right, James A. Mahoney, MBS western division station relations manager, T. Hall Collinson, manager of Stauffer publications broadcast division; O. S. Stauffer, editor of the *Topeka State Journal*, station owners; Wendall Elliott, manager of KTSJ-FM. Mutual has contracted with several FM outlets for such service [BROADCASTING, April 14].

Many thousands of Utah people have grown from childhood to maturity enjoying programs over KDYL every day of their lives!

During that quarter-century in which KDYL has played so important a part in the life of this state, the station has acquired broadcasting experience which could come in no other way.

This experience is of important value to advertisers seeking to win and hold the Utah market.

GREAT AUDIENCE

Latest Hooper index figures show KDYL is the round-the-clock, round-the-year favorite. It is the station most Utahns listen to most.

GREAT PROGRAMS

The greatest names in radio . . . the famous NBC Parade of Stars . . . plus smart local productions, reach Utah consumers though KDYL.

GREAT SHOWMANSHIP

With attractive outdoor advertising, window cards and other merchandising tie-ups, KDYL provides alert promotion of its programs and the products of sponsors.

For further information and availabilities, phone, wire or write—

JOHN BLAIR & CO.

National Representative

RADIO WRITERS GUILD PLANS YEARLY AWARDS

RADIO WRITERS Guild will make annual awards of recognition to the best radio programs and to the radio technicians and talent, other than writers, who serve as teams to put programs on the air, Peter Lyon, vice president of the Guild's Eastern Region, announced last week.

A small golden microphone will be presented next fall by the RWG for the best programs of 1947 in a variety of categories, as well as for the best sound men, engineers, actors and actresses, musical conductors and directors.

A top award will be made annually to the individual or organization, commercial or non-profit, the radio industry and members of the Radio Writers Guild consider to have made the greatest contribution to radio during the year.

Sarnoff Says Army Signal Association Acts as Insurance for National Security

DETERMINATION of the Army Signal Assn. to help insure effective communications for our military forces in this Atomic Age was reiterated last week by Brig. Gen. David Sarnoff, president of RCA, in a speech at the association's first annual meeting.

General Sarnoff, recently elected president of the association, told the gathering, "We must do our utmost to help keep America prepared to meet aggression until the United Nations develops sufficient strength as an organization to preserve peace and prevent war. We must be ready for quick mobilization of trained men, modern weapons and essential industries that will function as an efficient team for America's defense."

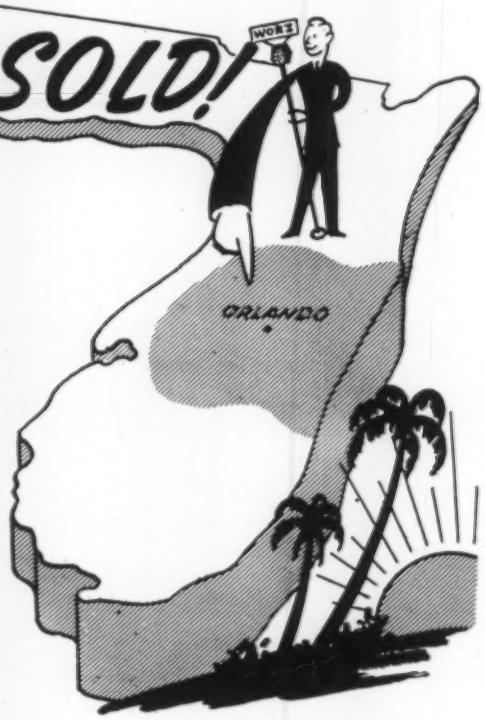
General Sarnoff paid special tribute to Major General Harry C. Ingles, the recently-retired Chief Signal Officer of the Army, General S. H. Sherrill, editor of *Signals* magazine, and Maj. Gen. Spencer B. Akin, Chief Signal Officer of the U. S. Army, for their accomplishments. Then, urging a close relationship between communications services, the military forces and industrial research, General Sarnoff declared, "We must not neglect, on the contrary we must continually encourage scientific research which is the guidepost to a future, the shape of which is not too clear. A nation unprepared to combat newfound powers of science as unfolded in an Electronic and Atomic Age, is in grave danger."

A message of greeting received from President Truman said, "The Army Signal Association's program for maintaining close relations between the Army and the communications, electronics, and photographic industries is an important contribution to the industrial preparedness which must buttress the future security of our country."

Good Fur Him

JIM CARROLL, manager of KWYO Sheridan, Wyo., points with pride to a customer who does business in the wide-open manner of the wide open spaces. Drew Alger, proprietor of the Alger Fur House in Sheridan, called at the KWYO studios, said he was interested in a 15-minute weekly show, came back to audition the show a few days later, bought it and paid in advance for one year.

Now it can be SOLD!



. . . the rich Central Florida Market—thru NBC affiliate, WORZ

Until the appearance of WORZ, there was no NBC coverage of the productive Orange County area . . . heart of Florida's largest industry—Citrus. Now NBC, thru WORZ, covers Orange County and thirteen other prosperous counties in big * — rich ** — growing *** Central Florida.

* 214,100 Families
** $421,998,000.00 Retail Sales, 1946
*** Family growth up 104.9% over 1939, retail sales up 145.2%

National Representatives—Weed and Company

WORZ ORLANDO • FLORIDA

1,000 Watts
740 k.c.s.
Clear Channel Fulltime
NBC

J. B. POWERS RE-ELECTED BY EXPORT ADVERTISING

EXPORT ADVERTISING Assn., New York, elected the following officers and directors at its annual meeting and elections April 30 at the Belmont-Plaza Hotel, New York: J. B. Powers, president of Joshua B. Powers, Inc., New York, was reelected president; Arthur A. Kron, executive vice president of Gotham Advertising, New York, and former treasurer of the association, vice president; Walter R. Bickford, editor of *Export Trade and Shipper*, New York, was re-elected secretary; Paul R. Kruming, president of National Export Advertising Service, New York, treasurer.

Directors elected were:

J. B. Powers, three year term; G. Allen Reeder, advertising director of Carstairs Bros. Distilling Co., New York, for three year term; William S. Honneus, advertising manager, Time International, Inc., New York, for three year term; A. M. Martinez, vice president, Melchor Guzman Co., New York, one year; Barclay Acheson, director, International Editions, The Readers Digest, New York, two years; Henry R. Webel, manager, Export Division, G. M. Basford Co., New York, two years; Bronson H. Davis, advertising manager, Packard Motors Export Corp., New York, three years; Alexander O. Stanley, manager of foreign sales and research department, Dun & Bradstreet, Inc., New York, three years. Directors whose terms have not expired as yet for this period are: Arthur A. Kron, Walter R. Brickford and Paul R. Kruming.

P & G Switch

PROCTER & GAMBLE, Cincinnati (Duz), through its agency Compton Adv., New York, has bought the Erna Phillips package daytime serial *Guiding Light* to replace its current show *Road of Life* Monday through Friday, 1:45-2 p. m. on CBS, it was reported last week. The switch in shows, it was said, will take place late in May. *Guiding Light* was formerly sponsored by General Mills and originated in Chicago. When it goes under the new sponsor's banner it will probably originate on the West Coast.

Still Gaining in Popularity!

WHBF

Latest Hooper Figures Show Healthy Increase

Hooper's listening index in the Quad-Cities for February-March shows that WHBF made a healthy increase over preceding months—and over other Quad-City stations. **WHBF delivers a larger morning audience than all other local stations combined.**

WHBF is first Monday thru Friday . . . also Sunday afternoons; and at night is a close second.

Here are the facts, by Hooper:

MORNING INDEX—8 TO NOON, MONDAY THRU FRIDAY			
WHBF	STATION "A"	STATION "B"	STATION "C"
54.7	14.8	6.6	3.2

AFTERNOON INDEX—NOON TO 6 P.M., MONDAY THRU FRIDAY			
WHBF	STATION "A"	STATION "B"	STATION "C"
28.6	19.9	15.3	6.0

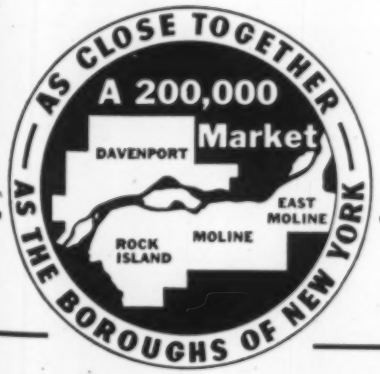
SUNDAY AFTERNOON INDEX—NOON TO 6 P.M.			
WHBF	STATION "A"	STATION "B"	STATION "C"
23.4	23.0	15.4	5.5

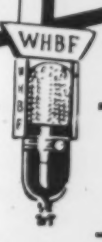
EVENING INDEX—6 P.M. TO 10:30, SUNDAY THRU SATURDAY			
WHBF	STATION "A"	STATION "B"	STATION "C"
26.2	30.1	9.9	*

*Daytime Station Only.
The Above Index Covers the Four Quad-City Stations.

BASIC ABC for the QUAD-CITIES

1270 KC WHBF 5000 Watts Full Time and WHBF-FM





Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

when
coverage counts

There's a "heap of buyin' " in Memphis' Billion Dollar market. You get a "heap" of coverage when you tell your story to Mid-South people over WMC.

684,460 families in this rich market are proud WMC listeners. Since 1923, WMC has been the station most people listen to most!

WMC

"the station *most* people listen to *most*"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES
The Branham Company

OWNED AND OPERATED BY
The Commercial Appeal

AFFILIATE

Gross, Gambrill Are New Gillette Vice Presidents

BOONE GROSS, former sales manager of Gillette Safety Razor Co., Boston, and Howard Gambrill Jr., former works manager of the firm, have been elected vice presidents of the company.

Mr. Gross has been sales manager of Gillette for more than a year. Previously he was president and general sales manager of Gooderham and Worts, Detroit. During the war Mr. Gross served with the U. S. Army and rose to the rank of colonel.

Mr. Gambrill, who has been with Gillette for the past 18 years, has worked in nearly all of the firm's manufacturing departments.

WRFD Names

EDGAR PARSONS, formerly with the Fred A. Palmer Co., has been appointed manager of the new WRFD, owned by the Peoples Broadcasting Corp. of Ohio, and under construction in Worthington, Ohio. Royce Woodward, formerly chief engineer of WKLX Lexington, Ky., has been named to a similar post at WRFD. Station will be 5 kw on 880 w.

ASCAP Treasurer

LOUIS BERNSTEIN was elected treasurer of ASCAP at a meeting of the society's board of directors in New York April 29. All other officers were re-elected as follows: Deems Taylor, president; Gustave Schirmer, vice president; Oscar Hammerstein 2nd, vice president; George W. Meyers, secretary; Donald Gray, assistant secretary, and Ray Henderson, assistant treasurer.

Offer Radio Studies

INDIANA State Teachers College has announced that the speech department will this year offer courses in radio as major subjects. Courses include: use of radio in the classroom; radio workshop; introduction to radio broadcasting; radio speech; radio writing; radio program orientation. The radio workshop, offered to teachers during the summer, will be conducted from June 16 to July 18 and from July 21 to August 22.

KWRN Transmitter

CONSTRUCTION has begun on transmitter house for KWRN Reno, 3 kw FM outlet of Reno Newspapers, Inc. Located atop Peavine mountain 8,277 feet above sealevel, it is believed to be the highest transmitter site in the U. S. KWRN is expected to be on the air late this summer, with studios in the Gazette Building in Reno using a link transmitter to the mountain site seven miles away.

YOUTH HEARS WOODS
Radio Editorializing Debatable Issue, School Editors Told

RADIO should present as wide a range of opinion as possible without establishing any rigid editorial policy, Mark Woods, president of ABC, told 400 school editors from ten Southern states April 26 at the Southern Interscholastic Press Assn. convention at Washington and Lee U., Lexington, Va.

Mr. Woods said he believed radio should continue to develop "commentators whose ability and variety of viewpoints bring a wider range of editorial opinions to every station." The ABC president also cited the effectiveness of forums such as *America's Town Meeting of the Air*, "where leaders of thought face each other and an uninhibited audience to argue the merits of public issues."

"It is clearly in the public interest," said Mr. Woods, "for the broadcaster to search out the dark and shadowy spots in his community and his nation, and to throw the full light of publicity on them, objectively recommending corrective measures."

Pointing out that the licensing factor limits the number of clear channel stations capable of reaching a million or more people, Mr. Woods questioned whether, if such stations should adopt a policy of editorializing, all elements of the national life would be represented.

MARK WOODS, president of ABC, addresses 400 school editors attending Southern Interscholastic Press Assn. convention.

KLIZ Assignment

BRAINERD Broadcasting Co. a partnership, has filed application with FCC for assignment of license of KLIZ Brainerd, Minn., to a new corporation under the same name and including partners who retain their respective interests. No money is involved. The principals in the new firm are: E. Thomas O'Brien, president and 52%; Mildred O'Brien Chalberg, 11%; John Chalberg, secretary and 11%; Mabel O'Brien Smith, vice president and 6%; William F. Graham, treasurer and 20%.

THE "WINNER" and "NEW CHAMP"

CHIQUITA BANANA
SPONSORED BY
UNITED FRUIT CO.
LAST YEAR'S
WINNER

FIRST
Award of Merit
Presented to
"WEATHER FORECAST JINGLES"
By the Committee on National Radio Awards of the City College of New York.
Tip-top production a Programmed spot that will create good-will for the sponsor.
The Weather Man

WEATHER FORECAST JINGLES BROADCAST IN 190 CITIES

Your Markets may still be available.

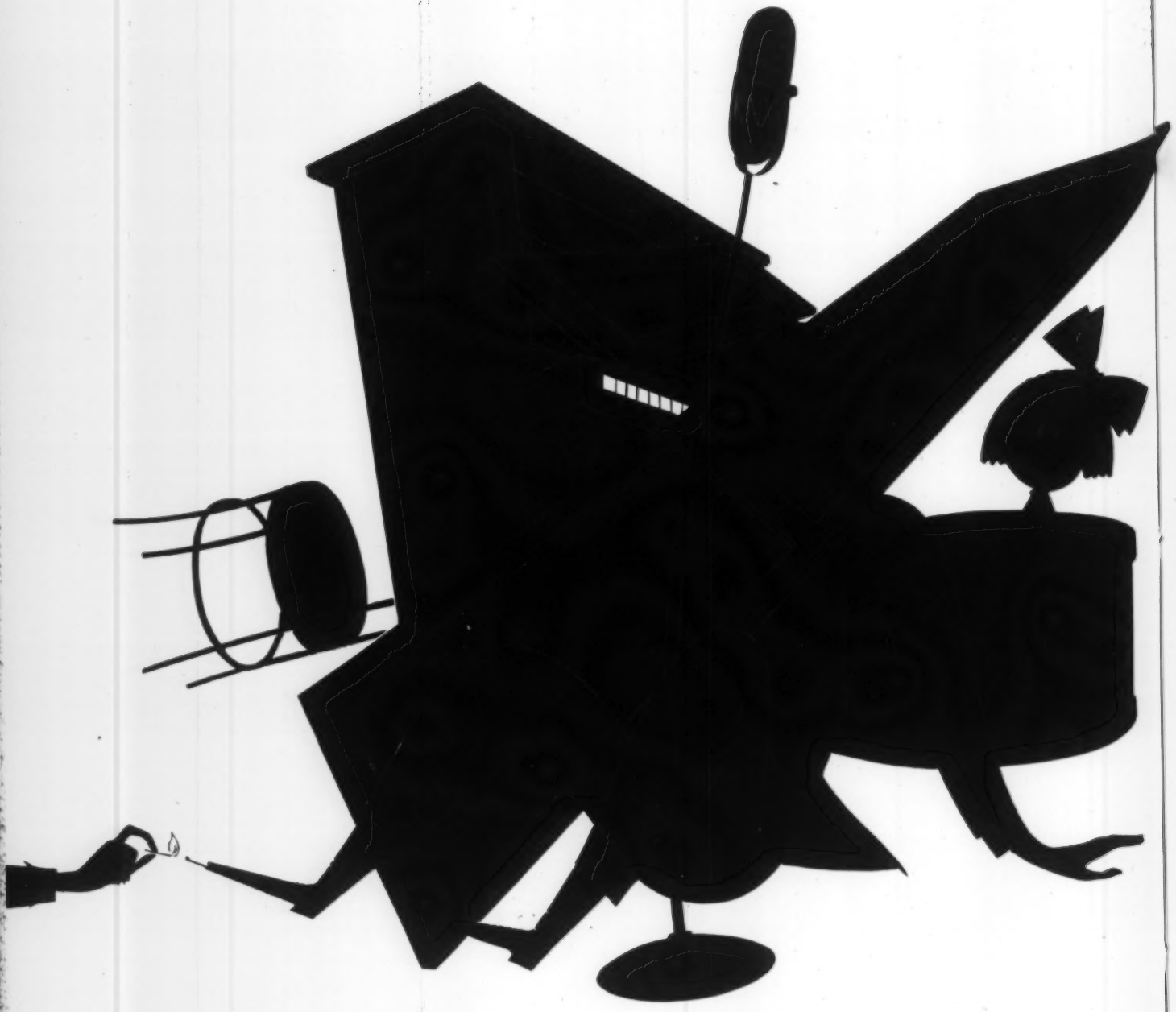
The hottest idea in Spots ever! Transcribed weather reports set to music with the cleverest lyrics you've ever heard. Listeners will actually tune in to hear this unique method of Weather Forecast presentation.

The only Producer of Transcribed Radio Programs to receive an Award at this Conference.

Two sets of Weather Forecast Jingles are supplied. One, twenty-five to thirty seconds, allowing thirty seconds for live commercial. The other, twelve to fifteen seconds, to be used as station breaks. Each set contains 66 spots. Cue index cards make selection of the appropriate forecast simple.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

"Baby Snooks" originates at K



at KNX

Pandemonium in a pinafore . . . that's Snooks. Actually grown-up Fanny Brice, she charms Columbia listeners from coast to coast. And it all gets underway at KNX — CBS in Hollywood — under the sponsorship of the General Foods Company.

KNX polishes 27 shows for cross-country delivery. But sponsors of *local* KNX shows get much more than reflected glory. All of the production services used on KNX's transcontinental originations are placed at the disposal of KNX shows meant for Southern California only. In short, your sales messages to Southern Californians enjoy network quality at single-station cost.

Take *Tapestries Of Life*, a local KNX program blending the dramatic abilities of Hollywood's finest actors with smooth narration by Theodore Von Eltz. Its sponsor — Forest Lawn — has been using KNX programming for more than 12 years. These consistent renewals demonstrate the continuous satisfaction given by KNX's single standard of top quality production.

If your sales aren't keeping pace with the fast growing Southern California market, just give us, or Radio Sales, a call. We can give you a pace-setter.

KNX *Los Angeles • 50,000 Watts*

COLUMBIA OWNED Represented by Radio Sales, the SPOT Broadcasting Division of CBS: New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco

"Sample" ratings for the Fulton Lewis, jr. program

Here are some recent local ratings for the Fulton Lewis, jr. program:

WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVFD, Ft. Dodge, Ia. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

H. M. HUCKE IS NAMED TO NEW POST AT RCA

HERBERT M. HUCKE, former manager of RCA Aviation Radio Sales, has been appointed sales manager of the newly-consolidated RCA Communications and Specialty Section, and Joseph M. Hertzberg, who has been associated with the RCA Aviation Section since 1945, succeeds Mr. Hucke as manager of Aviation Radio Sales.

Mr. Hucke joined RCA's sales service staff at San Francisco in 1925 and after a short time was appointed field sales engineer. In 1931 he became radio engineer for Pacific Air Transport Co., and when that company was absorbed by United Air Lines he joined the latter company. In 1935 Mr. Hucke was promoted to chief communication engineer for United and in 1938 joined the newly-created Air Safety Board in Washington, D. C. He rejoined RCA as head of Aircraft Radio sales in 1940.

Mr. Hertzberg joined RCA's aviation section in 1945 after four years of work on aircraft radio communications and navigational research and development for the AAF. During the war, as a colonel in the AAF, he worked on the development of shoran and loran. Prior to the war he was employed by the Stromberg Carlson Co. for six years, and for several years was in business for himself.

Hope Revived That Russia Will Ease Broadcast Ban

A FAINT RAY of hope was seen for future American broadcasting from Russia in a statement last week by Henry Cassidy, NBC's European news director, who said that "a little progress has been made."

Speaking from Paris on his return from covering the Moscow conference, Mr. Cassidy said that although conference broadcasting privileges had been cancelled, "the Russians have agreed to re-examine the question of broadcasting and the three resident Moscow correspondents representing American networks have applied directly to Foreign Minister Molotov for permission to resume their work." He said the Russians had made no promises for after the conference, but he added, "they admit we have a serious argument in freedom to listen."

Benham Appointed

H. J. BENHAM, former commercial engineer for RCA's Theatre Equipment Section, Camden, N. J., has been appointed assistant to the president of the Brenkert Ligh Projection Co., RCA Victor Division subsidiary, Detroit. In his new capacity Mr. Benham will make a general study of the Detroit plant and take an active part in its management, reporting directly to Karl Brenkert, president of the firm.

COMPLETING negotiations between WWJ Detroit and Dossin's Food Products for Harold True's news program for Pepsi-Cola and the Dossin Co. are (l to r), Walter J. Dossin and Lawrence J. Michelson, vice president of Simons-Michelson Co., Detroit, which handles the account.

NOBLE & WOODS PLAY HOSTS FOR ITU DINNER

EDWARD J. NOBLE, ABC chairman of the board, and Mark Woods, ABC president, were hosts on April 24 at a dinner honoring visiting officials of the International Telecommunications Union at the Waldorf-Astoria Hotel, New York. Members of the FCC also attended the dinner.

Honored guests at the dinner and reception were: Dr. Franz von Ernst, director, International Telecommunications Union; Commander Gerald C. Gross, vice director, ITU; Francis Colt De Wolf, chief, Telecommunications Division, State Department; Merwyn Bly, special executive officer, ITU; Charles R. Denny, chairman, FCC; E. K. Jett, commissioner, FCC; Edward Mount Webster, commissioner, FCC, and Andrew G. Haley, Washington, D. C.

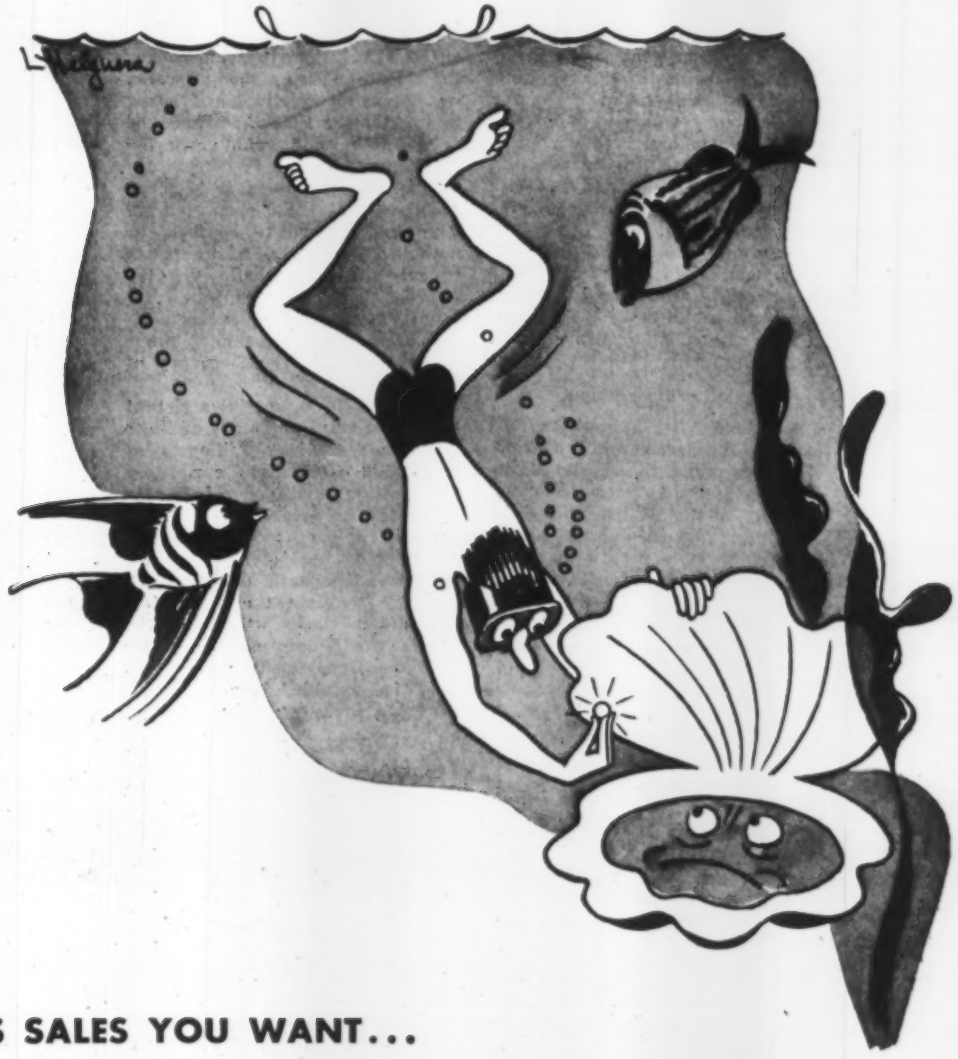
Also attending from ABC were Robert E. Kintner, executive vice president; Robert H. Hinckley, vice president in charge of Washington activities; Earl E. Anderson, vice president; C. Nicholas Priaulx, vice president in charge of finance; Joseph McDonald, vice president and general attorney; and Frank Marx, chief engineer.

KBYE on Air

KBYE, owned by State Broadcasting Co., began operations April 22 as the only non-network station in Oklahoma City. Galen Gilbert, former commercial manager of KUOA Siloam Springs, Ark., holds a similar position with KBYE. O. C. Brown is promotion manager; Helen Morgan, formerly of WKY Oklahoma City, is continuity director; Clyde Mosteller, formerly of WFAA Dallas, is chief engineer; Flora Luper, formerly of KTOK Oklahoma City, is office manager. KBYE is a 1-kw daytime outlet and operates on 890 kc.

IF IT'S PEARLS YOU WANT...

Use a diving mask in the South Pacific!



IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

WTIC 50,000 WATTS

DIRECT ROUTE TO SALES IN *Southern New England*

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WEED & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood

OUTLET IN PIERRE, S. D., PUTS IN 'FIRST' CLAIM

EDITOR, BROADCASTING:

In the April 14 issue of BROADCASTING, page 93, I came upon a story concerning "First Station Feud" and noting that the first license of KDKA was issued Aug. 1, 1916, 8 XK, call your attention to the fact that the first license of this station (KGFX Pierre, S. D.) was issued June 6, 1916, to my husband, Dana McNeil, and the call was for a "Land Station" 9 ZP, License No. 12. His operator's license was No. 8878, issued June 1, 1916. I have these original licenses on file here.

When the stations were closed during the first World War and then allowed to reopen Mr. McNeil's call became 9 CLS. I find that in our old file of licenses it became KGFX on Aug. 15, 1927.

Personally I have done the announcing since February of 1922, thus a bit over 25 years. Mr. McNeil died Oct. 15, 1936, and since that date the station has been licensed to me as administratrix of the estate.

Though still small, we feel we're quite useful—(see *Coronet* magazine, March issue 1947 for a bit of story). Anyway—I'm wondering if maybe we might be older than the others?

Ida A. McNeil, Director,
KGFX, Pierre, S. D.

Time of Marshall Address Set Without Network Clearance

DEPT. OF STATE's selection of time for the broadcast last week of Secretary of State George C. Marshall's first address following his return from Moscow was done without consultation with all networks, it became known when CBS refused to carry the speech.

The 9:30 p. m. Monday time which the Department chose for the Secretary was one of several periods which had been offered it by MBS, it was learned. In that segment Mutual normally carries a Guy Lombardo program for Army recruiting.

According to other network headquarters in New York, the State Dept. announced that the Secretary would make his address at 9:30 without first consulting any of them.

Stanton's Statement

NBC and ABC, however, agreed to carry the Secretary's broadcast, NBC cancelling the Victor Borge show, sponsored by Socony-Vacuum Oil Co., and ABC cancelling *So You Want to Lead a Band*, a sustainer.

The time picked for the Secretary's speech was the second half of the CBS *Lux Radio Theater*, one of the network's most popular programs. Although the network did not refer specifically to this inconvenience, Frank Stanton, CBS president, explained:

"We were told by the State Dept. that it would have to be 9:30 or else. At other times, even for the White House, the networks were usually consulted and asked to suggest the time that would be most suitable and would cause the least inconvenience.

"We offered Sunday at 10 p. m. or Monday at 10:30 p. m., but we were told it had to be 9:30 or nothing. We simply had to decline to carry Mr. Marshall. We take the position that this is a free country and that they cannot commandeer networks in time of peace for a speech by the Secretary of State."

John P. Howe, special assistant to the Assistant Secretary of State for Public Affairs (William Benton), said CBS "was completely within its rights" for refusing to carry the broadcast. He said the Department had picked the time it wanted for Mr. Marshall's speech on the basis of Hooperatings for the best time, and then told the networks what time the speech would be made. He added that the Department always had "a lot of trouble" in getting networks to agree on a time.

TECHNICAL, EXECUTIVE JOBS OPEN IN JAPAN

RECRUITING for several supervisory and policy-making jobs under the military government of Japan will start this week with the arrival in this country of A. J. Allen, assistant deputy chief of the Civil Communications Section in Tokyo. He is former assistant vice president of AT&T, and retired vice president of the Cincinnati Bell Telephone Co.

Mr. Allen plans to be in the U. S. for about 20 days recruiting for the following positions: Inside maintenance toll supervisor, circuit layout engineer, transmission engineer, chief of wire operations division, construction supervisor, chief of the manufacturing branch, radio research engineer, field communications executive officer, wire equipment supervisor, radio engineer operating supervisor, radio engineer broadcast technician, attorney for Civil Communications Section.

All jobs are concerned with supervising the existing Japanese communications system. Average pay is $8,877; average government rating is P6.

Mr. Allen's headquarters while in Washington will be Personnel and Training Branch, Civil Affairs Division, War Dept. General Staff, room 3B863.

KLPR Cuts Rates

KLPR Oklahoma City, new 1 kw station which expects to go on the air early in May on 1140 kc, will follow the Newburyport Plan by cutting ten per cent from rates of all advertising sold by the station, according to owner Byrne Ross. KLPR already has booked yearly advertising contracts in excess of $75,000, according to Mr. Ross.

Bragarnick Named Head Of Veterans Committee

ROBERT BRAGARNICK, research superviser of Ted Bates Inc., was installed as chairman of the Press, Advertising & Radio Chapter of the American Veterans Committee at the group's business meeting Tuesday night in Hotel Sutton, New York.

Also elected to a one-year term were: Hal Davis, publicity director, Kenyon & Eckhardt, 1st vice chairman; Peter Witt, assistant producer, Twentieth-Century Fox, 2d vice chairman; Milton Felsen, publicity director, Brewery Workers of America, 3d vice chairman; Jane Barton, who heads her own publicity organization, secretary; Vic Sack, associate, Radio Production Service, treasurer.

Serve Record M.C.'s

KNOWN as Disc Jockey Representation Assn., group has been formed by International RPM Corp., Hollywood, to service record m.c.'s with periodic material. Officers are: R. Curtis Woodmansee, president; Robert Ray, vice president; Vance King, secretary-treasurer; Bobbie Bennett, chairman of board of directors.

FIRST PRIZE winner for third consecutive year in annual competition for best newscast written by a woman is Lucille Hastings of KLZ Denver. Award was made at Fort Worth convention of National Federation of Press Women.

WHBQ We Herald Better Quadriga* MEMPHIS

W. H. BEECUE

"WEBSTER SEZ—"QUADRIGA—A 4-HORSE CHARIOT."

4 horse, or 40 horse-power-selling pull and speed depends upon skillful handling. WHBQ has the "know how" clients like. Put your product "in the money." Put your product on "WHBQ."

WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

CALL RAMBEAU

New York • Chicago • Hollywood

NRI Case #44

Let's Stop Short-Changing Radio!

THE ASTONISHING CASE OF POP-GUN VS. RIFLE

JUST in case you hadn't given it a thought lately—

times are changing in the media field. The buyer is again the *buyer*—and he's getting tougher and *tougher.* He's just the same nice guy—*but* advertisers and agencies are settling down in the traces *to sell goods—hard—competitively.*

And so, to Radio—these questions (among others):

1. "What is the actual, verified 'circulation' of this program in which you ask me to invest my dollars?"
2. "How many homes per radio dollar?"
3. "How big is the total audience reached by a *series* of successive broadcasts? Unless I know this, I can neither make comparisons with other media nor determine what percentage of the market for my product is adequately covered."
4. "What per cent of all radio homes is reached by my radio *advertisements*—my commercials?"

Now let's stop kidding ourselves (and short-changing radio)—"coincidental phone ratings" can't answer a *single one* of these questions!

Why, even those who *fashioned* the "Coincidental" rating never claimed more for it than that it was an "index of program popularity"—measured *only* in phone homes—*only* in 33 selected cities. Not a scrap of selling evidence about a program's total "*circulation,*" nor its total *market coverage;* nor the size of the audience reached by its *commercial advertisements!*

But sound answers to these sound questions (and many more)—vital to the interest of advertisers, agencies, networks, stations and talent—are ready and waiting for you in NIELSEN RADIO INDEX service. Consider—in sharp contrast with the single "Coincidental" rating—the *four* NIELSEN RADIO INDEX measurements shown by the chart:

1. **NRI "Average" Audience** usually exceeds the corresponding "Coincidental" rating.
2. **NRI "Total" Audience** is still *higher*—radio is given credit for part-time listeners (other media take similar credit).
3. **NRI "Commercial" Audience** gives radio a unique advantage—there is no equivalent measurement of "Readership."
4. **NRI "Cumulative" Audience** is absolutely indispensable if the true size of Radio's *market coverage* is to be compared with competitive "Circulation."

These, and many other measurements, available *exclusively* from NRI service, reveal Radio's true values. Let's stop short-changing Radio! Let's use a *rifle* (and a good one) to answer these questions of Radio's buyers—and sellers.

★

NIELSEN RADIO INDEX

A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying and time selling of Radio.

★

COMPARE TWO KINDS OF RADIO YARDSTICKS
(For a typical evening program)

● COINCIDENTAL RATING . . . Limited to phone homes in 33 large cities

	10.0	NOT A MEASURE OF AUDIENCE SIZE

● NIELSEN RADIO INDEX . . . Accurate electronic data—from homes of all types

	1 WK.	2 WKS.	3 WKS.	4 WKS.	
AVERAGE AUDIENCE	11.5				
TOTAL AUDIENCE PER BDCST.	16.2				
COMMERCIAL AUDIENCE PER BDCST.	14.3				
CUMULATIVE AUDIENCE (4 WEEKS)	1 WK.	2 WKS.	3 WKS.	4 WKS.	26.2
CUMULATIVE COMMERCIAL AUDIENCE (4 WEEKS)	1 WK.	2 WKS.	3 WKS.	4 WKS.	23.1

2101 HOWARD STREET CHICAGO

A. C. NIELSEN COMPANY

WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

500 FIFTH AVENUE NEW YORK

CBC'S LAWYERS PROBE CHAMBER'S PROGRAMS

CANADIAN CHAMBER of Commerce sponsored broadcasts, *Pattern for Prosperity*, on CKCK Regina, are being investigated by legal counsel of Canadian Broadcasting Corp., following complaint of C. M. Fines, acting premier of Saskatchewan, to A. D. Dunton, CBC chairman.

Saskatchewan has asked that broadcasts be stopped immediately on grounds that they are dramatizations of controversial political questions. Six of the 11 broadcasts in the series have been presented. One of the series, dealing with "Socialism vs. Capitalism," was deleted by CKCK Manager Hal Crittenden, who felt it might have been considered political, since Saskatchewan has a Socialist government.

In a telegram to Mr. Fines, Mr. unton stated that "since question raised relates to statutory provision feel need for our obtaining legal opinion as to whether these broadcasts are dramatized political broadcasts within meaning of Broadcasting Act. No regulation prohibits political broadcasts on Sundays."

Restrictions Off

FCC LAST WEEK announced adoption of Order 130-N, effective immediately, cancelling the 500 w power limitation established previously by Order 130-L on the 3500-4000 kc band for those amateur stations lying within the Territory of Hawaii and all U. S. possessions west from there to 170 degrees west longitude. The new order also releases frequencies from 146.5 to 148 mc for use by amateurs within 50 miles of Washington, D. C., Seattle, Wash., and Honolulu. Cancellation of these wartime restrictions imposed because of military requirements automatically brings into effect the 1 kw power limitation set forth in Sec. 12.131 of the FCC's rules governing amateur radio service.

WPEN-FM Gives Initial Demonstration Of Facsimile Operation in Philadelphia

FIRST PUBLIC demonstration of facsimile broadcasting in Philadelphia was presented April 28 by WPEN-FM in the street-floor window of the Gimbel Brothers department store. It was the first indication that the *Philadelphia Evening Bulletin*, which owns and operates WPEN and WPEN-FM, was entering the facsimile field. Earlier, the *Philadelphia Inquirer*, which owns and operates WFIL and WFIL-FM, had announced that it would stage a public demonstration of facsimile on May 5.

Lister Does Research

WPEN-FM has been broadcasting facsimile since April 2 under an experimental license. Walter Lister, former managing editor of the defunct *Philadelphia Record*, was engaged by the *Bulletin* several months ago to handle research for the proposed facsimile broadcasting. Arrangements for the demonstration were made by Richard W. Slocum, vice president and general manager of the *Bulletin*, and G. Bennett Larsen, general manager of WPEN.

Apart from the fact that it was the first Philadelphia demonstration, it was also said to be the first time an 18-inch recorder had been publicly demonstrated. The 18-inch recorder brought a page equal to nine columns of type and was 12½% wider than the ordinary newspaper page. In addition to the 18-inch recorder, the demonstration included the 4-inch recorder intended for home and office use.

The first page of the day's *Bulletin* was reproduced. Presented four hours daily last week, the facsimile transmissions also included late news flashes, news pictures and weather maps. Transmissions were reproduced on chemically-treated paper. Broadcasts were made from the WPEN studios on Channel 258 to the WPEN-FM tower atop the P.S.F.S. Bldg., which is three blocks away from the department store.

WPEN's special events director interviewed persons viewing the demonstration, using a portable recorder, and their comments were aired over WPEN last Tuesday night (April 29).

EXAMINING front page of *The Evening Bulletin* (Philadelphia) as reproduced by 18-inch facsimile recorder is John Moore, technician of Alden Products Corp., equipment manufacturers. Recorder currently is being made for demonstration purposes only.

Radio Executives Club's Prizes Awarded to Four

ROSALIA MARESCA, 23-year-old soprano heard weekly on WHOM's *Sunday Serenade*, was presented with $250 last Thursday as winner of the first New Talent Contest conducted by the Radio Executives Club of New York, with entries solicited from all of that city's stations.

Presentation was made during the club's regular luncheon meeting at New York's Hotel Roosevelt by Clarence L. Menser, NBC vice president in charge of programs, who also presented scrolls of special commendation to three other young artists. They are: Lynne Andrews, 21-year-old vocalist currently featured in her own program of popular songs, *Lynne Andrews Sings*, on WWRL; Kay Lovell, also 21, a soprano who sings on WBYN; Warren Vaughn, 17-year-old pianist.

The top four, who entertained REC in a special program emceed by Mr. Menser, were selected from more than 25 contestants.

Colorado Series

COLORADO Legislature has passed a resolution commending Colorado U.'s department of radio production and its director, Ellsworth Stepp, for producing the program series *State Problems*. Eleven Colorado stations which broadcast transcriptions of the series were also commended.

BING KING IN DES MOINES

Crosby Vote Tops 'Tribune' Poll, Fibber McGee And Molly Second; ABC Favored Network

BING is still king of network radio, as far as readers of the *Des Moines* (Iowa) *Tribune* are concerned. In a poll conducted by Mary Little, the *Tribune's* radio columnist, the eminent Dr. Crosby topped *Fibber McGee and Molly* to take the crown.

In general, ABC daytime programs were favored by Iowans taking part in the survey, according to Miss Little, with NBC getting the nod for night shows. WHO is the NBC outlet in Des Moines, KRNT the ABC affiliate and KSO the CBS affiliate. KRNT is owned by the Cowles Publishing Co., which also owns the *Tribune*.

Bing Crosby was voted favorite male singer in the *Tribune* poll in addition to getting the greatest number of votes in any category. Third most popular show with *Tribune* readers is NBC's *Amos 'n Andy*.

Among local radio personalities Don Bell, KRNT's morning man, was voted favorite male, followed by KRNT's Gene Emerald. Al Bell, WHO m. c., ranked third in this category. Favorite local radio woman is Betty Wells of KRNT and in second place is Edith Webber of WHO. In the first three positions among male network performers are Arthur Godfrey of CBS; Art Linkletter of CBS-NBC, and Jimmy Fidler of ABC, in that order.

On the distaff side of the networks, Kate Smith of CBS paced the field with Betty Crocker of ABC-NBC in second place. CBS' Joan Davis was voted favorite lady comedian of the networks, followed by NBC's Judy Canova and Gracie Allen. Bill Stern of NBC led among network sportscasters, topping CBS' Red Barber and freelancer Ted Husing. *Tribune* readers picked CBS' Dinah Shore as their favorite girl network singer, with NBC's Jo Stafford as runnerup.

Cite 'Counterspy'

SCHUTTER CANDY Division of the Universal Match Corp., St. Louis, was awarded a special citation in New York last week by the Cinema Lodge, B'nai B'rith's entertainment industry branch, for "outstanding contributions to inter-faith understanding and universal brotherhood." Award was made for the company's sponsorship of *David Harding—Counterspy* on ABC.

WINNING SMILE is flashed by Dale Taylor, WENY Elmira, N. Y., (front row, center), newly-elected chairman of Gannett Radio Board [BROADCASTING, April 28], at meeting in Danville, Ill. Flanking Mr. Taylor (l and r) are: G. Glover Delaney, WTHT Hartford, Conn. manager, secretary; Gunner O. Wiig, WHEC Rochester, N. Y., retiring chairman. Back row, (l to r): Walter E. Nilson, J. P. McKinney & Son; Robert J. Burow, WDAN Danville, Ill.; Max M. Everett, J. P. McKinney & Son.

TESTED
by
MAIL *and* SALE

• Plenty of sponsors have checked WSM's responsive audience, by mail and sale. And found it quick to do what WSM asks.

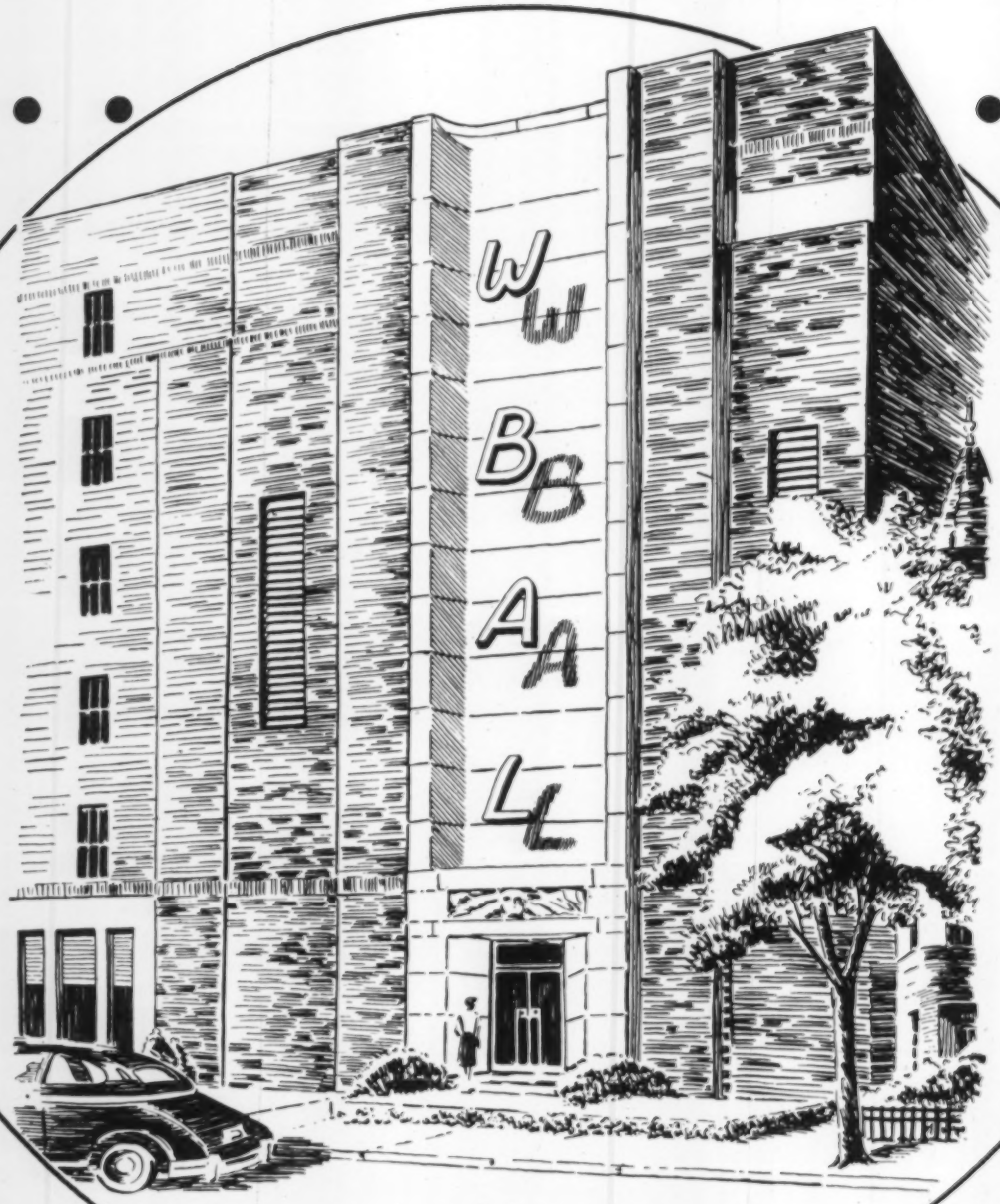
That's because, in a generation of broadcasting, WSM kept faith with its audience.

Yes — here's a medium that can deliver a market of five million listeners without help of any kind.

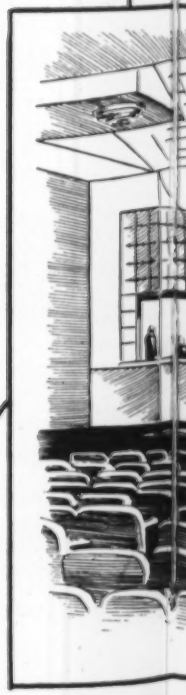
HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE

WBAL MEAN



WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street



NS BUSINESS

_IN BALTIMORE!

Some of WBAL's pre-war plans are now nearing completion.

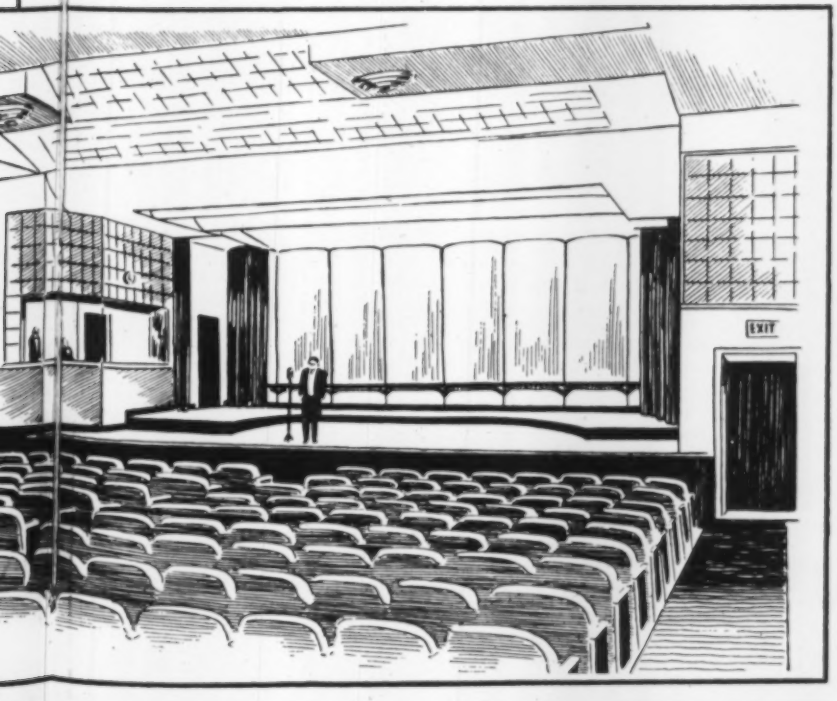
This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

WBAL

50,000 WATTS • BALTIMORE
NBC AFFILIATE!



SOON

WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.

Editorial

Boot for Radio

HENRY WALLACE, the "great liberal" and idol of Commissioner Durr, pitched another curve at radio last week when he refused to allow wire recording of his news conference (See story this issue).

Though network spokesmen pointed out that wire recording is simply audible journalism and can be edited just as written copy is edited, Mr. Wallace took the recorder mike off the table and put it under his left foot. Since the recorder continued to grind away he became probably the first man in history to broadcast through his shoe. Later portions of the "foot broadcast" were made part of an MBS network show.

Merely an incident, but an incident of the kind that labels men for what they are and proves again that those who give lip service to freedom of speech don't always practice the principles they urge on others.

A news conference which fails to recognize radio on an equal footing (no pun intended) with newspaper reporters can hardly be dignified with the name. It becomes instead a "newspaper" conference and ignores the most potent medium of mass communication—the news broadcast.

Radio's great power to give a true picture of events in the making, proved over and over again during the war, must be recognized by those who expect to play any role in national affairs.

Self-Appraisal

TWICE in recent weeks the FCC has waved a remonstrative finger in the faces of all licensees, warning that the extreme penalty will be meted out unless they treat the Commission with honesty and candor. It did so first in the WOKO Albany case and again in the WORL Boston decision [BROADCASTING, April 14, 28]. In both cases it implemented its insistence upon accuracy and honesty by withholding license renewals.

We do not attempt here to consider the merits of any particular cases, though we would be remiss if we did not observe that in the WORL proceeding, certain of the votes for snuffing out that station's license appeared to be motivated by factors other than the record. And even in the WOKO case, the majority, evidently bent upon making certain that its punitive voice would be heard, punished the innocent stockholders along with the guilty—something even the Supreme Court seemed disposed to question.

Nevertheless, we subscribe to the FCC's belief that it is entitled to expect honesty from those who operate under Federal license. It seems a strange circumstance, therefore, that this Commission itself for almost five months has stood accused of falsification in its Blue Book and has not been heard to utter a word in denial.

In answer to these charges the Commission has appeared to seek refuge in legal technicalities—that the Blue Book is not reviewable in court, apparently without regard to what it says, and that WBAL Baltimore, which made the charges [BROADCASTING, Dec. 16], will have opportunity in regular course of FCC hearings to show wherein the Blue Book errs.

Perhaps the FCC is legally correct in these contentions. Whether the Blue Book contains factual inaccuracies or not, however, the Commission should want voluntarily to find any errors that may exist. It seems incongruous that a Commission should be so willing to confiscate properties in furtherance of its demand for accuracy from licensees, and yet be so quick to resist any test when its own is challenged.

The Commission should remember that honesty and accuracy are more than points of law. They are also moral matters. FCC, demanding them of others, should be the first to demand them also of itself and its employes. Otherwise it will command obedience, because of the legalistic bludgeon it carries, but not respect.

IN THE year-and-a-half Justin Miller has been president of the NAB, he has made a profound impression with his grasp of radio. Skilled in writing and speaking in the university classrooms and the halls of justice, his ability as a speaker in the higher levels long has been recognized. He stepped into a new role the other day. He addressed a CBS audience in short, hard words—words the masses understood.

Convention-itis

SOME MONTHS ago, as a postwar innovation, we inaugurated our "At Deadline" wraparound form. One of the features was titled "'Upcoming," listing conventions, meetings, seminars and other foregatherings of, by and for radio people.

We figured initially that this feature might carry three or four listings—possibly a half-dozen, of important events ahead. Alack, our calculations were askew. The last few issues list anywhere from 20 to 30 sessions in a two-month span. All aren't general, open national sessions. But there are college institutes, district meetings, state meetings, AM meetings, FM meetings, seminars, network meetings, radio farm meetings, women's sessions, radio awards, and sundry others.

Radio, these days, must be involved in more meetings than any other art, pursuit or enterprise, with the possible exception of the parent-teacher associations. And they have their radio sessions, too.

We do not gainsay the importance of some of these sessions. District meetings of the NAB are helpful—notably in these times. The FMA sessions have a plausible purpose, for that association is just getting under way.

Already we've detected a reaction. The institutes and the seminars are drawing fewer and fewer of the top broadcasters, agency people, advertisers. In numbers, they are still well attended by educators, program and special interest people. That is not to minimize the importance of second men and women or of our pedagogical contemporaries.

We are constrained to wonder, however, whether all these sessions are essential or productive. We fear for the well-being of the broadcaster, who must become an itinerant if he's to keep pace.

Why can't certain of these groups, with common objectives, get together and consolidate sessions? Let's have one or two (or maybe three) really worthwhile, well-planned, productive sessions arranged for particular segments, rather than this business of flying off in all directions all year round.

One of the things that may be wrong with radio is that broadcasters don't spend enough time at home.

Our Respects To—

LEON LEVY

WHEN future historians adjudge the reasons for the economic success broadcasting enjoys today, they might consider the conditions under which Dr. Leon Levy became head of WCAU, CBS affiliate in Philadelphia, celebrating its silver anniversary this week.

Back in 1925 after the Levys had purchased the small 500 w station, Isaac D. Levy asked his brother to consider giving up the practice of dentistry and taking over the management of the station. After some deliberation Dr. Levy agreed to go along provided that the station would drop some of its current sponsors immediately.

"We were making money. They were supplying all the station's income, but we were not building anything. Most of our commercial accounts were not of the best and I was convinced that we had to have substantial advertisers selling accepted goods and services if we were to build a strong, going business," Dr. Levy recalls today.

This reasoning has proved itself, for, from that day to this, WCAU has always been regarded as one of the country's strongest stations from a financial viewpoint. Originally purchased for $25,000, it was sold by the Levys last November to the *Philadelphia Record* for $6,000,000, a demonstration of how Dr. Levy's judgment has paid off.

Every now and then when someone proclaims that commercialism is ruining radio, Dr. Levy will be the first to argue with him.

The prime factor in the efficacy of any broadcasting station to serve the public properly, he points out, is economic stability. "A commercial broadcasting station must be maintained and operated upon a sound economic basis. The better off a station is financially, the better equipped it is to serve the public," Dr. Levy reasons. And the number of honors WCAU has won for its public service programming amplifies this statement.

From the time Dr. Levy gave up his dental practice he has had a rich, full career in broadcasting. One of the founders of CBS, he was elected secretary-treasurer of the network in 1927, but resigned the office several years ago, remaining on the board of directors.

In 1932 WCAU became a 50 kw station and moved into what is believed to have been the first building in the United States to be designed and built exclusively for broadcasting. At this time the station became also one of the 24 in the United States oper-

(Continued on page 52)

FOUNDED MAY 10, 1922

Commemorating A Quarter Century
of Community Service

WCAU

50,000 WATTS ★ CBS AFFILIATE

Philadelphia's Leading Radio Institution

COOPERATIVE PLANNED BY BROADCASTERS GUILD

BROADCASTERS Guild, an organization patterned after motion picture exchanges, announced plans in Hollywood April 24 for a radio cooperative embracing 18 major markets.

Donald Dwight Davis, president of WHB Kansas City, and James Parks, head of the Chicago packaging firm bearing his name, are partners in the venture. Dual purpose of organization is sales and distribution of programs owned by stations as well as screening outside program properties for presentation to member stations. According to Mr. Parks, cities already earmarked for participation are Chicago, Dallas, New Orleans, Seattle and Atlanta.

Radio Bibliography

OSCAR ROSE, a program director at CBS who also does overseas broadcasting for the State Dept. and a former teacher of broadcasting at the YMHA and YWHA in New York, has compiled a bibliography of American radio, *Radio Broadcasting and Television* (H. H. Wilson Co., New York. $1.50). Volume lists nearly 1,000 books, articles and pamphlets, arranged under such index headings as history and general survey, radio as a career, advertising, publicity and sales promotion, program techniques, program content, etc., as well as title and author index.

Recognition

CITY COUNCIL of Portsmouth, Ohio, recognized radio as a news dissemination media when Mayor George Koerner ordered a table provided in the City Council meeting room for the radio reporter for WPAY that city. Since 1803 when the Council started meeting, newspaper reporters have had a table in the meeting room on which to work, but this is the first recognition of such rights for radio newsmen.

Albert Read Moore Jr.

ALBERT READ MOORE JR., 33, assistant supervisor, Studio Playhouses for CBS, died on April 25 of a cerebral hemorrhage at his home in Mount Vernon, N. Y. Mr. Moore joined CBS as supervisory engineer May 5, 1937, and had been with the network since that time. He is survived by his wife and two children.

Albert H. Pollack

ALBERT H. POLLACK, 55, treasurer and a member of the board of directors of WAAT Newark, N. J., died April 29 in Florida following an illness of several months. Surviving are his wife, two daughters and two sons.

Our Week of Celebration May 4th-11th

Broadcasting Station CKOC

CULMINATING OF A QUARTER CENTURY OF SERVICE PROGRESS GROWTH

1922 - 1947

IN

CANADA'S #1 MARKET

SOUTHERN ONTARIO

with the inauguration of its 5000 watts of power

After two months' operation the new unit is delivering a proven PLUS in performance, broadcast quality and audience acceptance.

HAMILTON ONTARIO CANADA

REPRESENTATIVES:

CANADA: ALL CANADA RADIO FACILITIES

U. S. A.: WEED AND COMPANY.

Serving at its best Today with 5000 Watts of Power

Respects

(Continued from page 50)

ating on a clear channel.

In 1934, KYW, a station operated by NBC, was moved to Philadelphia from Chicago and Dr. Levy was requested by NBC to manage and operate this station for them. This was the first and only situation of this kind, where the same individual managed and operated a CBS and a NBC station in the same city at the same time. This arrangement continued until 1936 when he asked to be relieved of these extra duties to confine himself to the operation of WCAU.

In 1941, Dr. Levy joined the U. S. Navy as radio director of the Fourth Naval District. After serving for 13 months, the Office of War Information requested the Navy Dept. to release him to join the O.W.I. and set up a domestic radio plan. This plan, which was first tested in Philadelphia, was put in operation over the entire U. S.

Born in Philadelphia on June 6, 1895, he attended public grade and high schools in that city. He was graduated from the U. of Pennsylvania Dental School in 1915 and practiced dentistry in Philadelphia until 1925. In World War I he served in the U. S. Navy Dental Corps. In 1927 he married Blanche Paley, sister of William Paley, CBS board chairman. They have two children, Robert, 16 and Lynne Frances, 10 years old.

Today at 51, and at a time when most successful people are eyeing retirement, Dr. Levy is more active than ever. He is staying in radio as general manager of WCAU and will continue to guide its destinies under the new ownership.

On the hobby side, in addition to amateur photography and playing spirited tennis with his son, Bobby, he recently became interested in horses. As half owner of the Jaclyn Stables, which houses such turf favorites as "I Will," recent winner of the Wood Memorial at Jamaica, he is meeting with success in this field, too. Also included in the stables are "Inroc," "Best Effort," "Blood Regard," "It Happened" and 12 two year olds. In the group of two year olds are some of the most expensive colts and fillies purchased during 1946, "Mulatto," "Backdrop" and "Radio Time."

Dr. Levy's civic activities include directorships in hospitals and the Robin Hood Dell, membership in the Variety Club, the Town Club, the Executive Committee of Infantile Paralysis, and Director of the Yellow Cab Companies of Philadelphia and Camden. In 1933 he received an honorary degree of Doctor of Science from the Pennsylvania Military College in recognition of his work in radio.

MANAGEMENT

MILTON BACON, who has been featured since January 1942, on such CBS programs as "Time to Remember" and "God's Country," has been appointed assistant to general manager of WCBS New York.

ARCH MADSEN, former manager of KID Idaho Falls, Idaho, and KOVO Provo, Utah, has been named general manager of network operations for Intermountain Network.

ED BARKER, manager of KLOK San Jose, Calif., in addition to present duties, has been appointed manager of San Francisco office of Gene Grant & Co., newly appointed national sales representative for KLOK.

JOHN W. HAIGIS Jr., program director of WHAI Greenfield, Mass., has been named manager, replacing **JAMES L. SPATES**, who resigned to manage WBEC Pittsfield [BROADCASTING, April 7].

OMAR JOHNSON, former head of Los Angeles Times Land & Tax Division, has been named assistant to president and publisher, in charge of Times' FM and television activities.

FRANK FALKNOR, general manager of WBBM Chicago, and **ELIZABETH WOLCOTT**, of station's education department, received certificates of appreciation from Chicago Council, Boy Scouts of America, for their efforts and those of station in promoting 1947 fund for scouting campaign.

ANTHONY HENNIG, ABC assistant treasurer, is the father of a girl, Kathy.

A. A. SCHECHTER, MBS vice president in charge of news, special events and publicity, has been named to NAB Public Relations Executive Committee to fill post occupied by **CARL HAVERLIN**, now BMI president.

WESLEY H. WALLACE, assistant general manager of KZRH Manila, P. I., has received Army Commendation Award for outstanding and meritorious service as director of 14 Armed Forces Radio Stations in the AFWESPAC area.

HUGH B. TERRY, manager of KLZ Denver, has been appointed general chairman of 1947 Denver Community Chest Campaign to be held in October.

Coffin Book Out

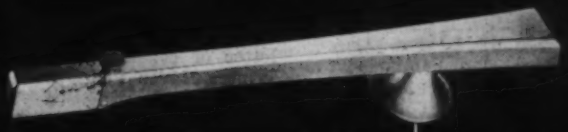
STORY of the inner circles of Washington since the beginning of the Truman administration is told in *Missouri Compromise*, a book written by Tris Coffin, ABC correspondent, and published today (May 5). Mr. Coffin covered Capitol Hill for several years for CBS. Written in narrative, anecdotal style, *Missouri Compromise* tells of news conferences, of behind-the-scenes discussions that hadn't before gotten into print, and of the many interesting hidden incidents that go to make up the fabric of the Washington scene. Little, Brown & Co., Boston, is the publisher. The price is $3.00.

Herrman Honored

BERNARD HERRMAN, conductor of *Invitation to Music* on CBS, has been awarded a citation and $1,000 prize for "fostering in America a deepened knowledge and wider appreciation of the world's fine music . . . through his work as symphony conductor of CBS and through his many original compositions in movies and radio" by Lord and Taylor, New York department store, at the store's 10th annual awards for advancement of the arts. The presentation was said to be the first of its kind in radio.

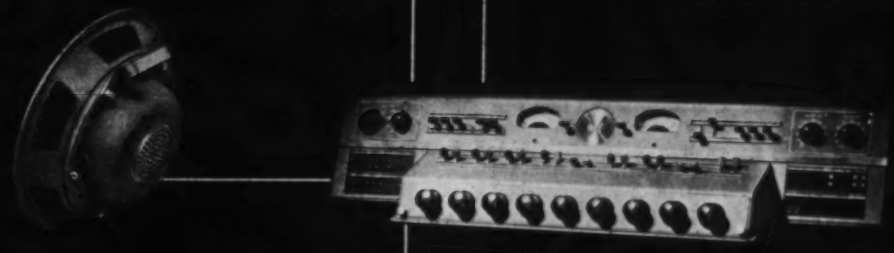
Blueprint for highest quality FM Broadcasting

Pick up your live programs and start them on their way with highest quality. Choose Western Electric's 639 type Cardioid Microphone—adjustable to meet your every program requirement.

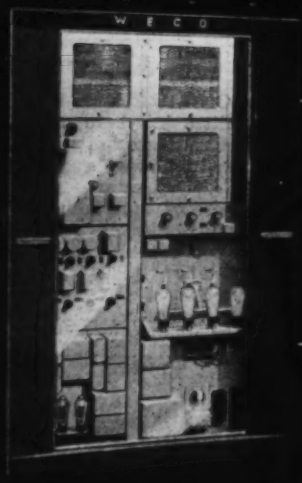


Get the most out of all types of transcriptions and records. Use Western's 109 Type Reproducer Group available with 9A Reproducer having diamond stylus tip, or 9B Reproducer with sapphire tip.

Monitor and audition your programs with the new 728B speaker—a faithful, high quality, single direct radiator. For the widest frequency range, you'll want Western Electric's new two-unit loudspeaker system.

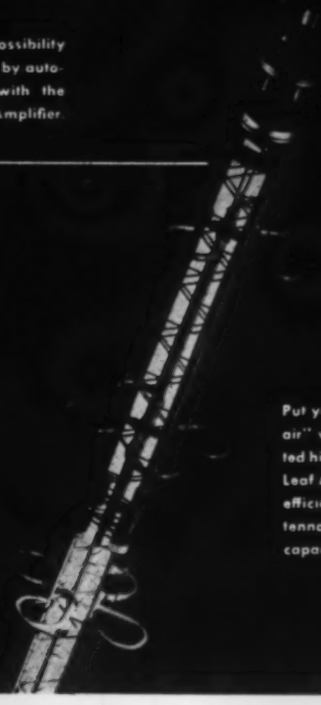


For simultaneous control of two programs, the attractive, high quality Western Electric 25B Console provides two main channels at moderate cost. For economical single channel studio control, use the 23C Audio equipment. Special Custom Built Control Consoles and Dispatching Systems are also available to meet "individualized" production and programming requirements.



Operate at maximum level, yet preclude the possibility of program distortion in your listeners' receivers by automatically eliminating transmitter over-swing with the 1126C Program Operated Level Governing Amplifier.

For the "heart" of your station, get outstanding performance with one of Western's beautifully designed "Transview" Synchronized FM Transmitters. In addition to the 1 kw shown, the line includes 250 watt, 3 kw, 10 kw, 25 kw and 50 kw powers.



Put your program "on the air" with the easily erected high gain 54A Clover-Leaf Antenna. This highly efficient broad band antenna provides full 50 kw capacity.

Give your listeners the quality they expect from FM—choose Western Electric equipment *from microphone to antenna*. Every item has been designed by Bell Telephone Laboratories to meet *fully* FM's rigid requirements and to give the broadcaster more than his money's worth in performance, dependability and low cost of operation.

For particulars, see your nearest Graybar Broadcast Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric

Distributed by Graybar

OFFICES IN 92 PRINCIPAL CITIES

Western Electric

— QUALITY COUNTS —

THESE MATCHES* TELL ONLY PART OF THE STORY

*(*One million a month are being distributed in North Jersey)*

The fact is...

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

New Jersey's 1ST Station
970 ON THE DIAL
WAAT
NEWARK·NEW JERSEY

ABLE ASSIST
WSIR Helps Police Apprehend Escaped Criminals

FOR THEIR assistance in apprehending three convicts who escaped from a road gang last month, WSIR Winter Haven, Fla. has received a letter of commendation from the Winter Haven Police Department. "By broadcasting a general alarm," the letter says in part, "containing a description of the automobile in which they were riding, etc., Polk county citizens were alerted and gave law enforcement officers information important in the capture of the prisoners.

"The sheriff's deputies were tuned in on Station WSIR and received a broadcast of the prisoners' exact location. This enabled them to arrive at this given location within two and one-half minutes after receiving the broadcast, saving valuable time and eventually resulting in the actual apprehension of the convicts."

As the convicts—armed with a shotgun and pistol—changed their route and stole a second car, WSIR listeners telephoned information to the Winter Haven police. These reports were broadcast by WSIR. In a car lacking police radio, the deputies were tuned to WSIR, and in this way, were able to track down the men in such a short time.

Fordham U. Radio Dept. Presents Summer Course

THE radio division of the Fordham U. Department of Communication Arts, Bronx, N. Y., will present a Summer Institute of Radio from July 7 through August 15, 1947.

The six week course, under the direction of William A. Coleman, director of the Fordham radio division, will consist of the following courses conducted by leading personalities in the radio industry:

Direction and Production, Anton M. Leader, NBC director and producer; Writing for Radio, William A. Coleman; Education by Radio, Dorothy L. Klock, director of All-City Workshop; Announcing and Commentating, Norman Brokenshire; The Social Aspects of Radio, Rev. R. F. Grady, director, department of Communication Arts, Fordham; The Business Side of Radio, Don L. Kearney, Katz Agency, New York; Television Techniques, Worthington Miner, manager CBS television department; Music in Radio, Morton Gould; Station Operation & Management, Arthur Hull Hayes, general manager, WCBS; The Advertising Agency in Radio, Joseph L. Moran, Young & Rubicam, New York. Tuition for the full course will be $150. Students desiring to take separate courses will be charged tuition designated for each course. In addition, a university fee of $5 will be charged each student. All educational provisions of the GI Bill apply.

THE FORT INDUSTRY Co. was not guilty of unfair labor practices in connection with the discharge of a control room operator at one of its stations, WGBS Miami, NLRB Trial Examiner Sidney Linder has found. A complaint, filed by the International Brotherhood of Electrical Workers, Local No. 1360 (AFL), had charged that Fort Industry refused to bargain with IBEW or to reinstate the control room operator, Madeline Foerster, following her dismissal June 10, 1946.

CHVC Niagara Falls, Ont., Plans Studios on Bridge

STUDIOS of CHVC Niagara Falls, Ont., new 1 kw station on 1600 kc, will be located on the Rainbow Bridge, which spans the international border of the Niagara River below the falls.

According to Owner Howard Bedford, CHVC will begin operations June 1. Ben Prior, new to radio, has been appointed assistant manager. Other staff members include Hugh Gage, former news editor of CKNX Wingham, Ont., program director; Bob Cleland, formerly of WHLD Niagara Falls, N. Y., and Al Cook, new to radio, as salesmen; Jim Sullivan, former chief announcer of CFOR Orillia, Ont., as announcer; Mrs. Janet James, former freelance writer, as chief scriptwriter.

Violator Sentenced

EIGHT-MONTH term in the county jail has been given Robert McDowell, Partridge, Seattle shipyard worker, for his second offense of illegal radio operation, the FCC has announced. Commission monitors last September tracked down the "Voice of Morningside," an unlicensed station on 1040 kc owned by Mr. Partridge. The case was presented Dec. 10, 1946 to the grand jury and sentence was passed April 7. The shipyard worker's first violation of the Federal Radio Act occurred in July 1933 and upon pleading guilty he was given a suspended sentence of three years.

TV Audition Plan

AUDITION transcribing service for television clients was announced last week by Telemerica, Inc., Chicago, producer of video films. According to Al Griffin, firm's president, plan is to handle television audition just as radio is handled, recording them on film instead of discs. Mr. Griffin said Telemerica has agreements pending with agencies as well as stations for packaged auditions. For the present live shows are not being considered.

COMMERCIAL

DANIEL C. PARK, former member of sales staff of KYW Philadelphia, has been named general sales manager of Tobacco Network in North Carolina. He succeeds **PHILLIP WHITTEN**, deceased [BROADCASTING, March 31].

H. G. WELLS, former San Francisco manager of Homer Griffith Co., station representative, has been appointed commercial manager of KOLO Reno, Nev.

CLIFF ENGLE, recently appointed manager of Radio Central, San Francisco recording studios, in addition to present duties, has been named to succeed Mr. Wells as San Francisco manager of Griffith Co.

WILLIAM P. RAZLEY, new to radio, has joined KECA Hollywood, as account executive.

DAVE WILLIAMSON, formerly of Homer Griffith Co., Los Angeles, has joined Don Lee Broadcasting System, Hollywood, as account executive replacing **JOE JERNEGEN**, resigned to enter real estate business.

KATHLEEN GIRARD, formerly of Leach Printers Supply Co., Los Angeles, has joined ABC Hollywood controllers office.

ARLENE WOOD, formerly with commercial department of WHAI Greenfield, Mass., has joined WBEC Pittsfield.

PATRICK J. GILMORE, formerly with WFMD Frederick, Md., WBEN Buffalo, and WITH Baltimore, has been appointed director of national sales for WANN Annapolis, Md.

NOEL McKEON, formerly with WAAB Worcester, Mass., has joined sales staff of WTAG that city.

FRANK DRISCOLL, formerly of Montgomery Ward Co., Missoula, Mont., has joined KGVO that city, as account executive.

RALPH J. HOLLARS, salesman at WWNC Asheville, N. C., has been elected president of the Asheville Artist Guild.

CAB Appointees

A LONG RANGE PLANNING committee has been appointed by Canadian Association of Broadcasters, following recent meeting of CAB directors at Toronto. Members of the planning committee, currently at work on the brief to be presented to the Parliamentary Radio Broadcasting Committee, Ottawa, consists of: Harry Sedgwick, CFRB Toronto; Col. Keith Rogers, CFCY Charlottetown; George Chandler, CJOR Vancouver; A. Gauthier, CHLT Sherbrooke; Jack Cooke, CKEY Toronto; Guy Herbert, All-Canada Radio Facilities, Toronto; Ken Soble, CHML Hamilton; Clifford Sifton, CKRC Winnipeg, CKCK and CKRM Regina.

The "Magic" of a New Market
More than 200,000 Southern Californians now have their own "Local" radio station for the first time.
CALIFORNIA
ONTARIO
KOCS
AM+FM
TRACY MOORE, REPRESENTATIVE
The Voice of Pomona Valley

MARYLAND'S GOVERNOR, Preston Lane (l), introduced Ian Ross MacFarlane (center) on opening broadcast of Mr. MacFarlane's one-hour show on WANN, new 1-kw daytime station on 1190 kc at Annapolis, Md., April 21. WANN's program director, Don Williams (r), was on hand for ceremonies. Show is presented 12 noon-1 p.m., Mon-Fri. It opens with 15 minutes of news interpretation by Mr. MacFarlane, formerly news commentator for WITH Baltimore and MBS. Mr. MacFarlane then presents guests. A country editor visits show weekly.

CBS 11-11:30 P.M. NEWS SCHEDULE IS CHANGED

CBS 11-11:30 p. m. evening news schedule has been revised, with the first 15 minutes devoted to news and analysis and the latter to features and overseas pick-ups.

The Monday-Friday, 11-11:10 p. m. period featuring *Charles Collingwood and the News* remains unchanged as does the Saturday and Sunday, *Ned Calmer and the News* program.

The 11:10-11:15 p. m. period, formerly presenting *CBS News Features* will now broadcast *News Analysis With Winston Burdett*, and on Saturday and Sunday, *News Analysis With Quincy Howe*. This period is heard on the network with the exception of WCBS New York, which carries George Bryan with *News of New York and Its Neighbors*.

The 11:15-11:25 p. m. period formerly occupied by a news analysis by Joseph C. Harsch, will now carry *Feature Story*, by CBS correspondents overseas on Monday, Tuesday and Wednesday, and on Thursday, *Report From the Far East* with Bill Costello, chief of CBS Far Eastern news bureau; Friday, *Report on the White House*, with CBS Newsman John Adams; Saturday, *Report From Overseas*, with various CBS correspondents; Sunday, 11:15-11:30 p. m., *Report From the UN*, with Larry Lesueur. Monday through Saturday, 11:25-11:30 p. m. period continues *CBS Footnote*.

The CBS 11-11:15 p. m. news period is sponsored cooperatively.

IT & T Had Ten Million Dollar Net Loss in 1946

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. suffered a net loss of $10,050,907 in 1946, after providing a $5,000,000 special reserve to cover estimated losses on some Federal Telephone & Radio Corp. uncompleted sales contracts, according to the annual report issued last week by I T & T President Sosthenes Behn.

With a net income of $8,151,937 in 1945, the report explains, the 1946 loss was due to losses in the operations and conversion expenses of Federal Telephone & Radio Corp., its manufacturing subsidiary.

Net income of the parent company only in 1946 amounted to $4,462,530 as compared to $1,763,303 on 1945. Net sales dropped from $92,249,255 in 1945 to $16,059,684 in 1946.

HIDDEN TALENT

Maid at WFOM Marietta, Ga. Sells Three Accounts

UNIQUE sales promotion drive has been concluded at WFOM Marietta, Ga., and when resuts were tabulated it was found that even the station's domestic, Hattie Scott, had brought in three accounts.

All members of WFOM's staff except general manager Albert L. Jones and salesmen canvassed Marietta for new business. At week's end, WFOM's engineer and program director were leading the sales derby. Campaign netted more than $2,200 in new accounts.

'Opinion-Aire' Poll Issues A Man-Sized Broadside

OUTSIZE brochure comprising 15 12"x18" pages has been issued by Opinion-Aire, radio public opinion poll, to explain what the survey is and how it works.

According to the prospectus, Opinion-Aire asks its questions during the course of regular broadcasts. The audience is instructed in the method of replying by telephone and results are broadcast as received.

The brochure illustrates this process by reprinting tabulations of a recent poll series conducted through KQV Pittsburgh. This is followed with a recapitulation of Opinion-Aire's pre-election measurements of the U. S. Senatorial election in Allegheny County, Pa., and a rundown of the actual election results for comparison.

Representative Opinion-Aire surveys include questions such as "Should we nationalize the coal mines?"; "Are closed shop agreements desirable?"; "Should the color line be drawn in college sports?" and "Should the coal miners support Uncle Sam or John L. Lewis?"

Two Programs to Replace 'Supper Club' for Summer

THE summer replacement for the *Chesterfield Supper Club*, currently starring Perry Como and Jo Stafford five times weekly 7-7:15 p. m. on NBC, effective June 9 until Sept. 15 will be Tex Benecke and the Glenn Miller band, Monday, Wednesday and Friday, originating in New York, and Frankie Carle Tuesdays and Thursdays originating from Hollywood.

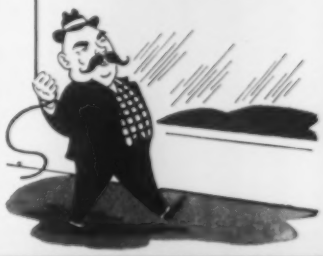
Jo Stafford reportedly may return to the show in the fall but Perry Como's status is still undecided because of his property contract with CBS. Mr. Como has received a waiver from CBS in the past season to appear on the *Club* on NBC. However, it was said he may be recalled to CBS this fall for another program. Liggett-Myers Tobacco Co. is the sponsor of the *Club*. Agency is Newell-Emmett Co., New York.

PRIMARY COVERAGE of 13 Counties —South Carolina's leading market

648,661 PEOPLE
. . . 92,588 RADIO HOMES

RETAIL SALES $124,979,000

Represented by AVERY-KNODEL, Inc.



WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY or NIGHT

FAMILY

WIBW has been a farm station for 20 years. We sell Kansas and adjoining states because we've served them well. We're one of the family.

WIBW The Voice of Kansas in TOPEKA

PROGRAMS

COMBINATION of recorded light concert and serious music played by world's great orchestras is presented in new series "Afternoon Concert," on WGAR Cleveland. Sponsored by East Ohio Gas Co., program is aired Mon.-Fri. 4:30 p.m. New series is outgrowth of demand by listeners for concert music during daytime listening hours. To help promote start of "Afternoon Concert" station has mailed out invitation forms in addition to 5,000 bookmarks being distributed through public library system.

To Air Eclipse

AMERICAN radio audience will receive an on the spot description from Brazil of sun's eclipse on May 20 in series of broadcasts over NBC. The reports, which will be heard before and during the eclipse, will be handled by Ben Grauer, NBC's special events reporter, who will leave states with National Geographic Society-U. S. Army Air Forces expedition, May 10. In addition, network plans to transmit films of event on its television facilities within 48 hours of time they are taken.

Displaced Persons

MORE than 125 stations throughout the country will carry 15-minute transcribed dramatized broadcast prepared and distributed by Citizens Committee on Displaced Persons, beginning May 7 for next four months. Titled "These, Thy Brethen," program is designed to present to American public in dramatic form the plight of displaced persons. Committee has announced that it is preparing more of these programs to be broadcast in near future.

Vacation Briefs

CONTRASTING WAYS in which families throughout the world spend their vacations will be recounted by mothers of 18 countries in new weekly series "Our Summer Holiday" on CBL Toronto, and Trans-Canada network. Quarter-hour program will be aired Wednesday afternoons during summer months.

'Topic Digest'

JOURNALISTIC program titled "Topic Digest" began April 27 over WBBM Chicago. Heard Sun. 10-10:15 p.m. (CST), show features John Barden, coordinator of Great Books Community programs in various cities and president of Readers Features Inc., in digest of current opinion. Program is based on analysis of works of national newspaper columnists, together with perspectives of the journalists.

'Inside Stories'

INTIMATE tales from every-day life are featured on new series titled "Inside Stories" scheduled to begin May 5 on WBBM Chicago. Aired Mon.-Fri. 6:10-6:15 p.m. (CST), show presents unique incidents which never reach newspapers and occur by "strange working of fate." Jack Brickhouser, announcer and sportscaster, is m.c. of new series, sponsored by Atlas Brewing Co., Chicago.

Safety Series

MATERIAL gathered from actual traffic accidents is presented on "Death Rides the Highway," new safety series heard on WGL Fort Wayne, Ind. Show is aired Mon.-Fri. 10:50-10:55 p.m. and features William T. Davies in role of "Death." Series was prompted by high accident and fatality rate in Fort Wayne area and is presented as public service by WGL.

'Fishing Time'

LATEST marine and weather forecasts, notices of drifted or extinguished buoys and markers, and tide table for following day are presented on daily "Fishing Time" program over KINY Juneau, Alaska. Sponsored by Union Oil Co., Los Angeles, program also carries announcements of fish prices, noteworthy catches and other data of interest to fishermen, augmented with musical selections. "Fishing Time" is aired on KINY daily at 8:15 p.m. (PST).

Scout Skits

WEEKLY 15-minute skits have been presented on WPAG Ann Arbor, Mich., during past year, by Washtenaw-Livingston Boy Scout Council. Each week a different scout troop presented a skit depicting their activities. Programs comprised contest which station sponsored with award to go to troop presenting best skit. Troop 31 of Roosevelt High School, Ypsilanti, last week was judged winner of contest and received a plaque at special broadcast.

Video Amateur Show

TELEVISION amateur show titled "The Open Door" has been started on WABD New York. Talent for show is culled from amateur contest conducted by number of movie houses who are cooperating in plan. Telecast on WABD on Friday evenings, one hour show is owned and produced by David O. Alber and Louis J. Dahlman. Broadway columnists, watching at home, assist the studio audiences in selecting winners of each week's program.

Musical Contest

MUSICAL contest is basis of "Ring the Bell" show, heard Mon.-Fri. 2-2:25 p.m. on KTUL Tulsa. Listeners are invited to submit name of popular, published tune to board of "experts." If no one among the "experts" can hum, sing, whistle, or play tune, $5 is awarded to listener. Show is spontaneous and unrehearsed. Plans are being made to make "Ring the Bell" an audience participation show.

Society News

REVIEW of Washington, D. C. society news, is presented on new five-minute show being aired on WTOP Washington. Featuring Austine (Bootsie) Cassini, daily columnist for Washington Times-Herald, show is broadcast Tues., Thurs. and Sat. at 6:15 p.m. Good Bros., East Coast food distributors, is sponsoring show for promotion of Snow Crop Frozen Foods. Agency is Robert J. Enders Adv., Washington.

Youth Forum

SOMETHING different in the way of youth forum program has been started by WFPG Atlantic City, N. J. Originating from local YMCA, program format calls for two groups of young people: one of high school age and one in young adult group. Subject of forum is announced at beginning of show and is discussed by one group in studio A. Other group in studio B cannot hear this discussion, but go on with their own discussion of subject when first group has finished. Thus giving two youth group opinions from completely unprejudiced viewpoint.

TALES FOR TOTS
WTTM'S 'Story Lady Time'
Enters Second Year

STRICTLY for small-fry is *Story Lady Time* on WTTM Trenton, the subject of a broadside issued by WTTM as the show entered its second year under the sponsorship of the Castaneau Dairy Co., a division of Borden's.

Program has the sanction of the U. S. Office of Education, the State Commission of Education and the Secretary for Education in the Parochial Schools. According to the *Story Lady* herself, Marie Maxwell, *Story Lady Time* is also popular with eavesdropping parents.

Miss Maxwell relates stories adapted from books and magazines for children, including Biblical, historical and imaginative narratives.

UN'S RADIO COVERAGE IS FURTHER EXTENDED

EXTENSIVE radio coverage of the UN General Assembly sessions began on April 28 when all four networks and many New York independent stations carried highlights of the meetings and the UN began shortwave broadcasts to foreign countries.

In addition to NBC, MBS, ABC, and CBS, WNYC WQXR WMCA WWRL and WLIB New York, covered the sessions either directly from the UN or by transcribed programs broadcast later.

News programs are broadcast daily by the UN shortwave division to the Pacific area in English, Chinese and Spanish from 3:45-4:45 a. m. Broadcasts to Europe and the Middle East are heard from 10:30 a. m. to 12 noon, including reviews of news dispatches, reports from foreign correspondents, reports by members of the delegations, and a Russian broadcast at the conclusion of the program.

Video Travelogs

GREEN ASSOCIATES, Chicago Radio and Television Co., has announced signing of exclusive contract with Burton Holmes, lecturer and travel expert, whereby latter's extensive library of film will be made available for television. According to present plans, library will be sold on service basis to one television station in each city, charges to be dependent upon station's coverage. Additional film will be supplied monthly to maintain a current and complete collection.

Back to Normal

WCKY Cincinnati has returned to its pre-strike [BROADCASTING, April 17] 19-hour weekday schedule, according to a statement by the station. Supervisory employes who had been working overtime since the engineer-announcer walkout have resumed their usual working hours, with operational problems reportedly reduced to a minimum.

YOUR SHARE?

Ours isn't all a top-hat audience, but they spend a hatful of money . . . and WSGN is ready to help you catch your share of that cash . . . According to the December 1946 Conlan study, *WSGN led in the all-day (8 A.M.-6 P.M.) listener preference with 33.8% of the potential Birmingham audience.* No wonder sponsors agree that WSGN is Alabama's best *buy* far!

ALABAMA'S BEST BUY FAR!

WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA

Represented Nationally By Headley-Reed

WSLI

JACKSON MISSISSIPPI

GRANTED

5000 WATTS 930 K. C.

Soon, complete day and night coverage of Mississippi's expanding consumer market over WSLI — the "Double-Return" station.

AMERICAN BROADCASTING COMPANY

WEED & COMPANY
NATIONAL REPRESENTATIVES

Tyrrell Krum

Lieutenant Commander U.S.N.R. (Retired)

"The Veterans' Adviser"

A coast-to-coast weekly discussion of veterans' rights, privileges and benefits

Originating from Washington each Saturday at 1:30 p.m., EST, the program is available to all NBC stations on a cooperative basis for broadcast at that time or for delayed broadcast.

Carried now by over 120 stations, "Veterans' Adviser" offers obvious sales advantages to advertisers in building the good-will of local servicemen and women.

Commander Krum was a Marine buck private in the First World War and was among the first group of Reservists to return to active duty back in 1940—eighteen months before Pearl Harbor.

Twenty-five years as a newspaperman and as Washington Army and Navy analyst for *Newsweek* have made him nationally recognized as a leading authority on veterans' rights and benefits.

"Ty" Krum was the first to present a nation-wide network radio program devoted entirely to definitive discussion of veterans' affairs. Since then, he has personally handled more than 350,000 requests for advice from war veterans and their families. He has aided more than 15,000 servicemen's widows to secure pension rights, assisted thousands of disabled veterans to obtain hospitalization and other GI rights, advised countless veterans on reinstating and converting their wartime government insurance to peacetime policies—to mention but a few highlights.

"Thanks to the NBC stations for the loyal support you've given my efforts during the past two years. And the best o' luck to all of you."

Veterans' Adviser NOW IN THE THIRD YEAR OF SERVICE

AGENCIES

A. K. SPENCER, who has been with J. Walter Thompson Co., New York, for 18 years as an account and radio executive, has joined Sullivan, Stauffer, Colwell & Bayles, New York, in an executive capacity.

JOHN B. ROSEBROOK, manager of copy department of Young & Rubicam, New York, in addition to present duties, has been appointed vice president of agency. Mr. Rosebrook joined Young & Rubicam in 1927 and was named manager of copy department in 1943.

Mr. Rosebrook

JOHN P. BRODERICK, vice president in charge of public relations and news division of Doremus & Co., New York, director of agency, has been elected a

JACK DEVANEY, formerly on staff of New York Herald Tribune, has joined Boyd Co., Los Angeles, as account executive.

WARREN ISHAM Adv., Long Beach, Calif., has moved to new offices in Heartwell Bldg.

MARJORIE VAN BRONKHORST, former head of her own New York fashion promotion organization, has joined Velma Cloward Adv., Los Angeles, as publicity director.

JOE DOOLEY, former news editor of KFI Los Angeles, and more recently editor of Las Vegas (Nev.) Courier, has been appointed radio director of Kemmerer Inc., Hollywood.

ROBERT SVENSSON, general manager of Smith, Bull & McCreery Adv., Hollywood, is on extensive survey tour of Latin-American countries for agency clients.

JAMES H. COLLYER, recently discharged from Royal Canadian Navy, has been appointed director and vice-president of Walsh Adv., Montreal.

JAMES G. KELLY, former account executive at Melvin F. Hall Adv., Buffalo, N. Y., and **H. JACK MENGLE**, formerly with Backes, Weisbeck & Besig, Buffalo, in similar capacity have opened own agency, Kelly-Mengle, Inc., at 250 Delaware Ave., that city.

AGENCY Assoc. Inc., Pomona, Calif., has opened Los Angeles offices at 1509 Wilshire Blvd. Telephone: Drexel 5341.

M. T. GORTON, former sales promotion manager of Kaiser-Frazier Corp., Willow Run, Mich., has been named manager of Detroit office of Swaney, Drake & Bement Inc.

JOHN MALONE Jr., formerly with Geyer, Newell & Ganger and J. Walter Thompson Co., both of New York, has returned to New York from Pacific Coast to join executive staff of Roy S. Durstine Inc.

HERB BEAVEN, former partner of Davis & Beaven Adv., Los Angeles, has joined Brisacher, Van Norden & Staff, that city, as account executive.

GOSS BROS. SALES & Adv. has opened offices at 3800 NE Sandy Blvd., Portland. **JOHN D. GOSS** heads firm. **ROBERT VAUGHAN**, recently Army discharged, is production manager.

FRANK CAPKA, partner in Capka, Kennedy & Duke Adv., Hollywood, is the father of boy.

RUDOLPH MONTGELAS, with Buchanan & Co., New York, since 1937, has been elected vice president of agency and appointed to board of directors.

CHARLIE ANDREWS, freelance radio script writer, has joined Needham, Louis & Brorby, Chicago, as radio commercial writer.

GERALD H. CARSON, former vice president and director of copy at Benton & Bowles, New York, has joined Kenyon & Eckhardt, New York, in same capacity. **JOHN SCHNEIDER**, former copy supervisor of Lennen & Mitchell, New York, also has joined Kenyon & Eckhardt, in same capacity.

WALTER T. HEDLUND, AAF veteran and prior to war with Walgreen Drug Co. Stores, has joined Jere Bayard & Assoc., Los Angeles, as account executive.

ED MUNGER, former manager of Advertisers Production Service, Los Angeles, has joined M. M. Young Adv., that city, as production manager.

SAM GODFREY, former copy chief of Dan B. Miner Co., Los Angeles, has joined Harrington, Whitney & Hurst, that city, in similar capacity.

PAUL A. DANIELSON Jr., formerly with Kenyon Research Corp., subsidiary of Kenyon & Eckhardt, New York, has joined Paris & Peart, New York, as research director.

ROBERT W. ORR & Assoc., New York has opened California office [BROADCASTING, March 31] at 8611 Sunset Blvd., Beverly Hills.

ROBERT E. MAYER, former account executive at Blow Co., New York, has joined McCann-Erickson, New York, as account executive on Revlon Products account.

JAMES D. NORTH, who has been with General Foods Co., for 10 years, serving most recently as sales and advertising manager of Cereals Div., has joined Foote, Cone & Belding, New York, as vice president and member of agency's plans board.

Mr. North

ALICE LAKE, formerly with John Falkner Arndt & Co., Philadelphia, has joined MacKenny and Shontz, that city, as account executive.

EDITH KRAG, former faculty member of Katherine Gibbs School, New York, has joined Fuller & Smith & Ross, that city, as proficiency expert, heading new training program being started by agency.

MacDONALD-COOK Co., Chicago, has moved offices from 230 N. Michigan Ave., to 360 N. Michigan Ave. New telephone: Andover 1224.

HAY McCLINTON, vice president in charge of radio for N. W. Ayer & Son, New York, is in Hollywood for two weeks conferring with **JIMMY DURANTE** relative to latter's fall program for Rexall.

PHILLIP J. DESMOND, formerly with advertising department of Crane Co., Chicago, has joined Armstrong Adv., new Chicago firm, as associate and assistant account executive.

Kester Reorganization

FOLLOWING recent death of William T. Kester Jr., head of firm, William Kester & Co., Hollywood agency, has been reorganized. William T. Kester Sr. has joined firm as chairman of the board, with his son, Marshall Kester, formerly writer at Hal Roach Studios Inc., elected president. George H. Stellman, formerly radio director, has been made vice president in charge of radio and account executive. George Randall, formerly account executive of Foote, Cone & Belding, has joined agency in similar capacity and in addition has been elected a vice president. Eugene Powers, account executive, has resigned.

LINNEA NELSON PRAISES BMB STATION REPORTS

FOLLOWING the release of BMB station audience measurement figures "there is a new confidence being developed in the use of radio statistics," Linnea Nelson, head radio timebuyer of J. Walter Thompson Co., wrote Hugh Feltis, BMB president. "Since the BMB area report and station audience reprints arrived not a day has gone by that these haven't been used by one or more of our buyers—not only for the analysis of recommendations for new purchases but also for confirmation and possible realignment of renewals," the letter reported.

Another use that has been made of BMB data at J. Walter Thompson, Miss Nelson pointed out, is for bringing 1940 census figures up to date. Formerly, she wrote, 1940 census figures on both occupied dwellings and radio homes were used, producing radio figures that "do not look too well when lined up against later publication circulation figures," yet the only way it could be handled since revising the radio homes figures to the present total would show in some areas more radio homes than the 1940 census figures on occupied dwellings.

"Our media research division is now very busy preparing a complete new market breakdown on the basis of the total occupied dwellings as puplished by BMB, which figures we will undoubtedly use until new census figures are prepared," she wrote.

Borden Names K & E

THE BORDEN CO., New York, has appointed Kenyon & Eckhardt, New York, to handle its entire radio budget. K & E has been in charge of the *County Fair* show for Borden, but as of June 20 also will take over the Ginny Simms show with a 13-week summer replacement entitled *Arthur's Place* 9-9:30 p. m., Fri., on CBS. The latter show is a new comedy program featuring Arthur Moore. Borden Co. was formerly a Young & Rubicam, New York account.

"Junior, you better listen to more of those fights over WFDF Flint before you take me on."

You're in good company on KMPC

Albers Milling Company
Bank of America
Bulova Watch Company
Colgate-Palmolive-Peet
Cresta Blanca Wines
Garrett Wine
Langendorf Bread
Milani Foods
Oldsmobile
Pacific Telephone & Telegraph
Ralston-Purina
Rexall Drug Co.
Rit Dye
Saturday Evening Post
Simoniz Company

KMPC

710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

*Practically Compulsory

ALLIED ARTS

JOSEPH COHEN, sales manager of New York branch of Philco Distributors Inc., has been named general manager of New York branch. He joined Philco in 1936 as a salesman.

RALPH S. YEANDLE, with General Electric Co. since 1927, has been appointed district representative for Atlantic District of Electronics Dept. of GE. His headquarters will be at company's Philadelphia offices at 1405 Locust St.

Mr. Yeandle

RADIO SCRIPT SERVICE PRODUCTIONS, Portland, Ore., service for agencies and advertisers, has been formed with offices at 516 SW Main St. **KENNETH TILLSON**, formerly radio director of Mac Wilkins, Cole & Weber Adv., Portland, and **DICK RAND**, formerly of KOIN and KGW, that city, head firm.

M. O. THORNBERG Jr., formerly with WLW Cincinnati, has joined Jon Arthur Air Features Inc., Hollywood, program script service, as southeastern sales representative.

SHIRLEY THOMAS, program director of Commodore Productions, Hollywood program packager, in addition to present duties, has been named publicity director.

DICK FISHELL, sports commentator of New York and Hollywood, has dissolved publicity partnership with **JOE GARDINER** to form own Hollywood organization at 6117 Selma Ave. Telephone: Granite 7174. Mr. Gardiner has opened offices at 8749 Sunset Blvd., Hollywood. Telephone: Crestview 5-2851.

HELEN F. BOND, formerly with Buchanan & Co., New York, has joined Emily Ross Personnel Service Inc., New York, as placement manager of key personnel for advertising, publishing and associated fields.

WILLIAM V. HUMPHREY, former managing editor of Industrial Aviation magazine, has joined Chicago office of William R. Harshe Assoc., Chicago and New York public relations firm.

JOHN F. SHEASBY, former advertising manager with Broadcast Equipment Div. of Raytheon Mfg. Co., Chicago, has joined Booz, Allen & Hamilton, Chicago, business survey firm, as consultant on merchandising, marketing and advertising.

OTTALIE MARK, for seven years head of BMI Research Department, New York, resigned effective May 1, to concentrate on studies for admission to the Bar. No successor to Miss Mark has been announced.

SAN FRANCISCO ADCRAFTERS has been formed by 50 San Francisco advertising, newspaper and radio men, to function as luncheon club meeting monthly for clinic discussion of related businesses.

EMERSON-NEW JERSEY Inc., Newark, N. J. (branch of Emerson Radio and Phonograph Corp., New York), has announced purchase of a new building located at 985 Broad St., Newark, N. J.

Montana Broadcasters

MONTANA BROADCASTERS ASSN., inactive since the war, probably will be reorganized late in the summer, A. J. Mosby, KGVO Missoula president, reported following a meeting of the association which he attended in Helena. The meeting brought together representatives of five stations: KBMY Billings, KRJF Miles City, KANA Anaconda, KXLF Helena and KGVO. Postponement of the reorganization until a later date was decided upon because of inability of some of the state's broadcasters to attend the Helena meeting.

YMCA Announces Winner Of Radio Script Contest

WINNER of the $500 first prize in the second annual YMCA radio script award was Joe E. Grenzeback, of New York, freelance radio writer and a Purple Heart veteran of the European invasion. A special prize of $150 was awarded to Stanley Field, War Department radio script writer, for a radio play entitled *Together We Live*.

Cited for honorable mention were Ethel Greenfield, Bakersfield, Calif.; Peggy Mann, New York; Martin Seifert, Brooklyn; Harry Harrod, Vancouver, B. C.; Helene Winston, Winnipeg, Man.; Len Finger, New York, and John Michael Schram, New York.

Mr. Grenzeback began his radio writing career about 18 months ago. His prize-winning script is entitled *Listen, Citizen.*

Judges of the 1947 contest were Helen Sioussat, director of Radio Talks Department, CBS; Samuel Moore, president of the Radio Writers Guild; Frank Rapp, producer-director at NBC; Robert Saudek, Director of Public Service, ABC, and Harper Sibley, chairman, International Committee of YMCA's.

Record Exchange

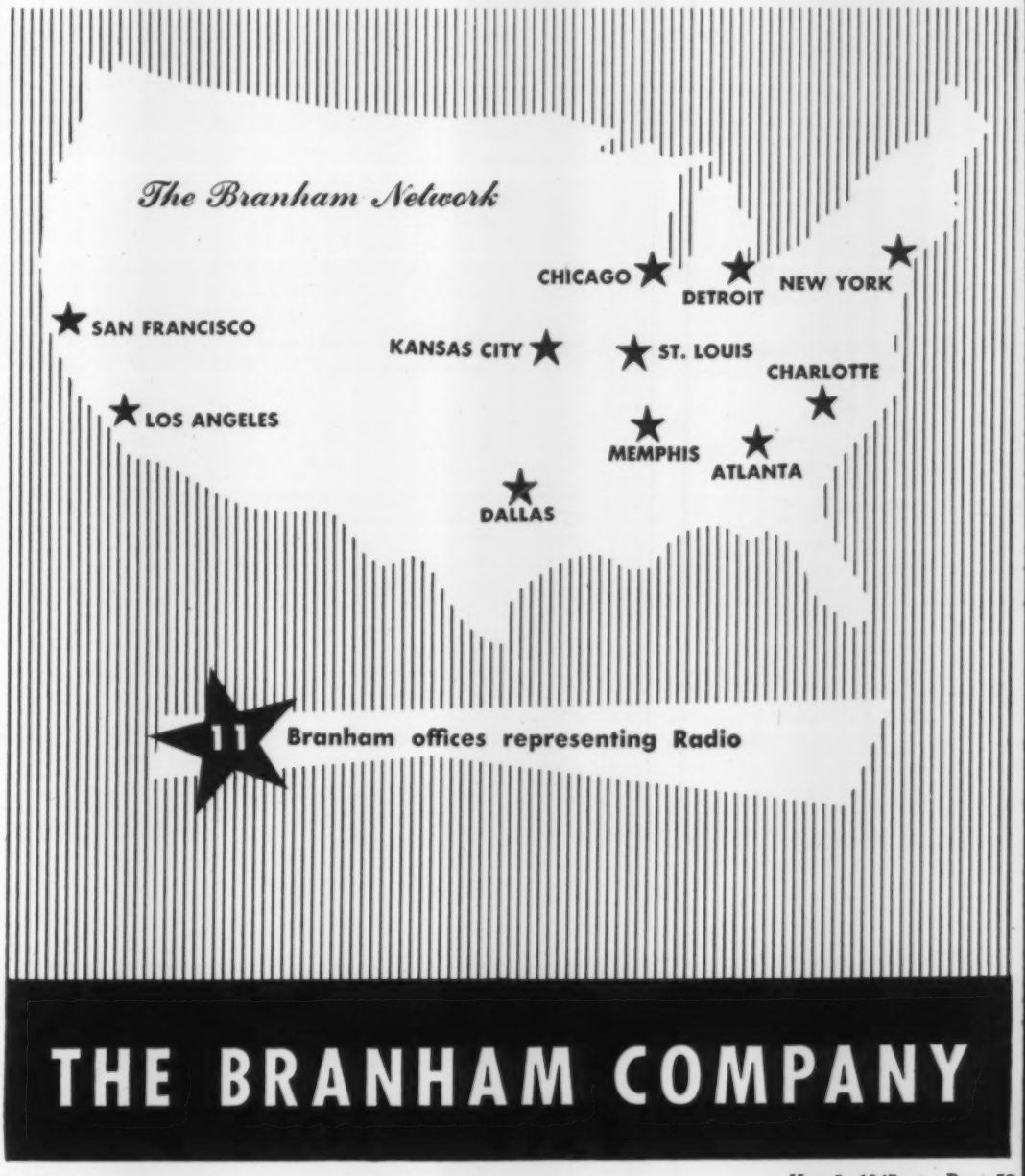
AN EXCHANGE record arrangement has been started by Walter Kay, announcer of WJW Cleveland, who is introducing the British-band versions of top tunes to WJW listeners. The first broadcast on *Midnight Frolics* presented one hour of imported Decca records from Britain. Mr. Kay is also trying to get British record m.c.'s' comments on their own music.

Illinois Research Dept.

INSTITUTE of Communications Research has been established at the U. of Illinois to carry on research and train selected graduate students for work in radio, press and motion pictures, Dr. George D. Stoddard, president of the University, announced last week. Named to head the new unit is Wilbur Schramm, director of the U. of Iowa's School of Journalism, whose new work at Illinois also will include the posts of director of the University Press, research professor of journalism and assistant to the president.

KULA Debut May 14

KULA, new 10-kw Honolulu ABC affiliate, opens May 14, on 690 kc. Harold T. Kay is president of the station, with Frank V. Webb Jr. general manager. Homer Johnson is chief engineer. Twenty-eight staff members have been named.



WHBY TEEN TIME
Bobby-Soxer Show Aired From Sponsor's Store

DAILY *Teen - Agers* show of WHBY Appleton, Wis., is broadcast directly from the H. C. Prange Dept. Store, sponsors of the program.

Aimed exclusively at youngsters of high school age the show features news of interest to teenagers, popular recordings, quizzes and interviews with students. Record albums and theatre passes are awarded as prizes. The recordings are broadcast from the WHBY studios but the rest of the show is handled as a remote.

Smith Appointments

A. CARMAN SMITH Inc., Los Angeles, in an expansion of its operations staff, has appointed A. L. Sage director of media, with T. V. Smith heading production and Phil F. Franklin research and service. New accounts recently acquired by agency include: Clayton Mfg. Co., El Monte, Calif. (Kerrick Kleaners; Clayton Steam Generators, chassis and engine dynamometers); Numatic Co., South Pasadena, Calif. (hydraulic motors and compressors); J. W. Jean Laboratories, Pasadena (household cleaners); Chadkin Sales Inc., Beverly Hills, Calif. (national manufacturers sales agency).

SPONSORS

NASH-KELVINATOR Corp., Detroit (range, home freezer and refrigerator), May 7 starts video series, "In the Kelvinator Kitchen," on NBC television network comprising WNBT New York, WPTZ Philadelphia, WRGB Schenectady and WTTG Washington. Show will be aired Wed. 8:30-8:45 p.m. Agency: Geyer, Newell & Ganger, New York.

CHARLES LUCKMAN, president of Lever Bros. Co., Cambridge, Mass., was formally inducted into Kiowa Indiana tribe during his visit to Tulsa, Okla., April 16-17.

ASSOCIATED GROCERS OF COLORADO Inc. has started sponsorship of 30-minute weekly "Circle AG Time" program, with western radio star Shorty Thompson, on KOA Denver, KGHF Pueblo, and KVOR Colorado Springs. Agency: Curt Freiberger & Co., Denver.

GENERAL MILLS Inc., Minneapolis, has published first issue of new stockholders' magazine, General Mills Horizons. Publication will be distributed to stockholders three times yearly, for purpose of establishing closer relations between company and owners.

CONNEANT LAKE PARK and **HOTEL CONNEANT**, Pittsburgh, have appointed F. A. Ensign Adv., that city, to handle advertising. Radio will be used.

ROCSIL'S SHOE Co., Oakland, Calif., has appointed Ad Fried Adv., that city, to handle advertising. Radio will continue to be used.

WEINBERG DIAMOND Co., New York, has appointed Cole & Chason Adv., New York, to handle advertising. Spot announcements will be used.

BULOVA WATCH Co., New York, will sponsor video time signals on WNBT New York, preceding and following Sunday afternoon telecasts of baseball games of other special events. Company already has similar contract for Saturday afternoon time signals. Agency: Biow Co., New York.

J. W. (Josh) HOGUE, former advertising and sales promotion manager of Owl Drug Co., San Francisco, and more recently with Ruthrauff & Ryan, Hollywood, and J. W. Eccleston Jr. Adv., Los Angeles, has been appointed advertising manager of Federal Stores, San Francisco.

TRIANON BALLROOM, Southgate, Calif. (dancing, restaurant), has appointed Arthur W. Stowe Adv., Los Angeles, to handle advertising. Concentrated spot announcement campaign will be used.

KERR GLASS MFG. Co., Los Angeles (Mason jars, caps, lids), in seasonal campaign, April 28 started participation in programs on WALB WSB WDBO KOMA WIS WAPI KWKH WWL KTRH KMJ KWG KGO. In addition spot announcements schedule is being used on WMPS KFBK KERN. Contracts are for 13 weeks. Agency: Dan B. Miner Co., Los Angeles.

TRANS-INTERNATIONAL PICTURES, Los Angeles (theatre chain), and **ATWATER & FISH**, Hollywood (Dodge car dealer), have appointed Allied Adv. Agencies, Los Angeles, to handle advertising. Radio will be used.

SCHOLL MFG. Co., Toronto (Scholl foot products), has started spot announcements on number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

MENASCO MFG. Co., Burbank, Calif. (portable washing machine), has appointed Harrington, Whitney & Hurst, Los Angeles, to handle national advertising. Radio is being considered.

HOLLYWOOD BY THE SEA, Port Hueneme, Calif. (beach resort), has appointed Steller-Millar-Ebberts Adv., Los Angeles, to handle regional advertising. Radio will be used.

ANCHOR-HOCKING GLASS Corp., Lancaster, Ohio, sponsor of "Crime Photographer" on CBS, plans series of special promotions on program for its new products during next year, beginning May 8. Anchor-glass one-way no-deposit bottle for beer and ale, new "Sunburst" line of inexpensive crystal glassware, etc., will be advertised on program which is heard Thurs. 9:30-10 p.m. Agency: William H. Weintraub & Co., New York.

GOLDEN GRAIN MACARONI Co., San Francisco, has started new campaign in western states with radio being used in specially selected areas. Agency: Kelso Norman Adv., San Francisco.

QUEEN ANNE CANDY Co., Hammond, Ind., has appointed Hill Blackett & Co., Chicago, to handle national advertising. Radio will be used.

ELGIN NATIONAL WATCH Co., Elgin, Ill., has extended its contract for two Sunday evening video time signals weekly on WCBS-TV New York, to run through June 29. In addition, Elgin also sponsors spots preceding and following station's Saturday and Sunday baseball telecasts. Agency: J. Walter Thompson Co., Chicago.

A. POLSKY Co., Akron, Ohio (subsidiary of Allied Stores Purchasing Corp., New York), has signed with WHKK Akron, for four 15-minute periods, Mon.-Fri. and 30-minute evening show. Contract is for 52 weeks. Placed direct.

GENERAL FOODS SALES Co., New York (Maxwell House Coffee), June 15 for 13 weeks replaces "Burns & Allen" show on NBC, Thur. 8:30-9 p.m., with program featuring Frances Langford and Carmen Dragon orchestra. Agency: Benton & Bowles, New York.

FILM rights to oft-repeated "Sorry, Wrong Number" on CBS "Suspense" series, has been acquired by Hal Wallis Productions, for Paramount Pictures release. Lucille Fletcher, author of the radio drama will script screenplay.

LEVER BROS Co. executives discuss launching of new soapless detergent, Breeze, which is being offered in Middle West prior to national distribution. L to r: Walter W. McKee, vice president in charge of sales; John R. Gilman vice president in charge of advertising; Charles Luckman, president.

Programs on 13 Stations Dropped by Barbasol Co.

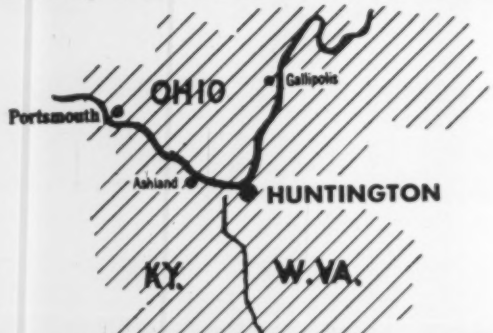
THE BARBASOL Co., Indianapolis, on May 2 dropped 13 of its hour-long recorded musical programs on independent stations. The reason for the cancellation, according to an official of Erwin Wasey & Co., New York, the agency handling the account, is that the company plans to retain the advertising budget to start a campaign for a new product in magazines and newspapers and eventually in radio.

Barbasol will continue to sponsor its *Milk Man's Matinee*, 12-1 a. m., six times weekly on WNEW New York but will drop its programs on the following stations: WEEI WCCO KMOX WBBM KFI KPO KDKA WTOP WBT WWL WJW WISH WHOT.

BROWN & HALER Co., Tacoma (Almond Rocca candy), May 9 renews for 52 weeks "The King's Men" on 7 NBC Pacific stations, Fri., 8-8:15 p.m. (PST). Agency: Honig-Cooper Co., Seattle.

NOXZEMA CHEMICAL Co., Baltimore, Md., Oct. 8 switches "The Mayor of the Town" from CBS, Sat. 8:30-9 p.m., to ABC, Wed. 9:30-10 p.m. Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

IT TAKES 5000 WATTS
TO COVER THIS TRI-STATE
AREA, AND WSAZ HAS THEM



WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

NOW 5000 WATTS

KTFI
TWIN FALLS · IDAHO
WEED & CO., Representatives

STAR ATTRACTION
WTNT Jeep Steals Show
—At Masters Tourney—

(L to R) Mr. Teasley, Mr. Stern and Walter Brown, manager of WSPA Spartanburg, S. C., and chairman of WTNT board of directors.

SPECTATORS and players who attended the Masters Tournament in Augusta, Ga. are still talking about the "Bill Stern Jeep" that almost stole the spotlight away from the nation's top golfers. And the chances are better than even that Edgar Teasley, manager of WTNT Augusta, will never forget said jeep.

Mr. Teasley paid $1400 for the jeep after Bill Stern had wired a request for such a vehicle from which to broadcast his stroke-by-stroke account of the Masters Tournament over NBC. Jeep was duly delivered and emblazoned with "NBC-WTNT, Bill Stern" and other suitable inscriptions.

After play began the tournament committee decided the "Bill Stern Jeep" was attracting too much attention and grounded it at the 18th hole. After brooding for awhile about his $1400 white elephant, Mr. Teasley had an inspiration. He had the jeep painted a bright yellow and now it's serving as the WTNT remote car.

WCHS Charleston, W. Va., has been commended by West Virginia State Education Assn. for its series of programs in February dealing with education and its relationship to general business conditions. The Association gives the station much of the credit for salary increases for teachers voted by State Legislature.

LONDON LETTER—By William Pingrey

Wrists Slapped But No Bribery Charges Placed in BBC Probe

THE LONG-AWAITED investigation into charges of bribery of BBC staff members has been made public and the consensus was that the broadcasting monopoly escaped lightly.

Sir Valentine Holmes, who made the three months' probe at the request of the BBC Board of Governors, slapped a few wrists but said there is no solid foundation for any charge of bribery, corruption or partiality against members of the staff.

He stated that Mrs. Dorothy Neilson, head of the Dance Music Dept., had been "very unwise" in accepting gifts and that two other members of the staff "have accepted money from music publishers in circumstances which invite criticism."

Intentions Not Bad

"I think," Sir Valentine added, "that they failed in their duty to the BBC, but I do not think they had any corrupt intention."

Before the war, he said, it was an accepted practice in the variety entertainment business to make lavish gifts at Christmas. The BBC allowed its staff to accept them provided a list of presents was supplied to the boss.

This practice reached such a scale that at Christmas 1939 one BBC staffer received more than a dozen bottles of whisky, hundreds of cigarettes and a host of other items, including gold cuff links.

Last Christmas, however, the custom was broken by the BBC after Wing Commander G. Cooper, member of Parliament, made charges of bribery.

In accepting Sir Valentine's report, the Board of Governors pledged that this prohibition of gifts will be permanent. In addition, a committee of three executives was formed to make further attempts to stop song plugging, which the BBC has battled unsuccessfully for 12 years.

Typical of press reaction to the bribery report was a cartoon in the *News Chronicle* showing a BBC announcer reading the report on the air. He had an angelic appearance, wings sprouting from his back and a halo over his head.

Leader Identified

Several days later Harry Roy identified himself as the band leader mentioned anonymously in Sir Valentine's report who gave Mrs. Neilson two blue fox skins to have made into a coat.

He said: "The committee of the dance band leaders will take the whole thing up. We are not only out for fairer selection but also are seeking better rates of pay so that we do not have to work at a loss. We just regard broadcasting now as an evil necessity."

Sir Robert Renwick, president of the Television Society, proposed at the group's annual dinner that the government allow sponsored broadcasts for, say, five years if it could not afford to speed television itself.

He said that Britain still led the world in the commercial development of television but the government must face reality if the country was to maintain its position.

Meanwhile the *Sunday Chronicle* reported the government will accelerate plans to set up a relay station for television at Birmingham. London is the only city now serviced.

Progress of French television, which could compete with the BBC, has spurred activity here, the *Chronicle* said.

AFRA Antics

CHICAGO local of American Federation of Radio Artists is planning two-and-a-half hour variety show as part of its annual AFRA Antics to be staged Sunday evening May 11 in the Medinah Temple, Chicago. Garry Moore will be master of ceremonies of a cast which includes Don McNeill and Jack Owens of the ABC Breakfast Club; "Two-Ton" Baker, Marion Claire of WGN Chicago, and others.

News

VIEVIENNE KLEEN, staff member of WDGY Minneapolis-St. Paul, has been appointed news editor of that station.

DOROTHY ALLEN, formerly with Kansas City bureau of INS, has joined news-gathering staff of KVOO Tulsa, as local reporter and rewrite specialist.

JESSE H. BUFFUM, agricultural director for CBS in New England, and farm editor for WEEI Boston, has been named chairman of committee for Grange Day at Eastern States Exposition to be held Sept. 20.

SAM LYNCH, former special writer with Lockheed Aircraft Corp., and previously Geneva correspondent of New York Herald-Tribune, has joined CBS Hollywood press department replacing **ALLEN FINN**, resigned to freelance.

IRA I. HEWEY, formerly with WSYB Rutland, Vt. and WNBH New Bedford, has joined WHAI Greenfield, Mass., as director of sports.

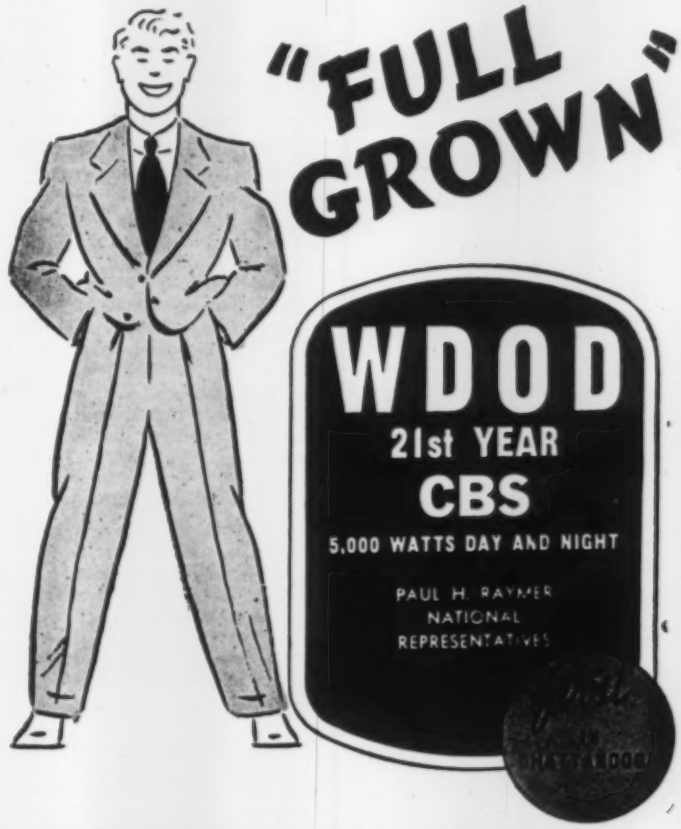
PRESCOTT ROBINSON, newscaster at WOR New York, April 28 returned to his duties after recovery from broken blood vessel in his throat 10 weeks ago. Station presented spot announcements throughout day greeting Mr. Robinson.

BILL STERN, NBC sportscaster, received first annual St. James High School Memorial Award in his home town of Chester, Pa., April 24.

H. R. BAUKHAGE, ABC commentator and news analyst, April 29 received the 1947 award from United Business Men's Assn. of Philadelphia for "outstanding radio news reporting." Mr. Baukhage is heard on ABC Mon.-Fri. 1 p. m.

RED BARBER, CBS director of sports, has been auditioned as possible replacement for **PHIL BAKER**, current m.c. of Eversharp Co. CBS "Take It Or Leave It" quiz show, Sun. 10-10:30 p.m. Eversharp agency is Blow Co., New York.

LOUISE McAVOY, former manager of UP bureau at Jacksonville, Fla., has joined news staff of WNEB Worcester, Mass.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

FM and AM Remote Amplifier— IMMEDIATE DELIVERY

Ideal for Semi-permanent Installations

This compact, 4-stage, a-c operated remote amplifier is especially designed for semi-permanent installations in churches, night clubs, etc. Gain control is screwdriver set; self-contained power supply.

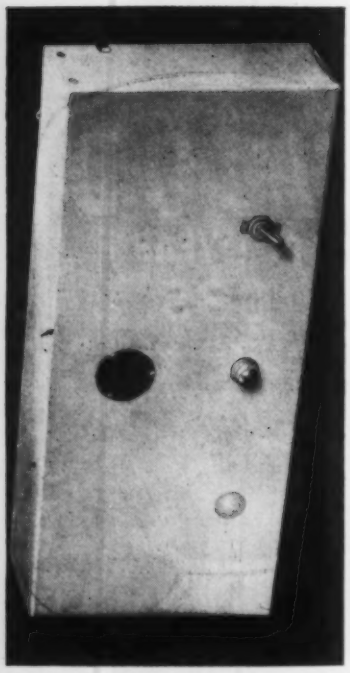
SPECIFICATIONS

Frequency Response: Uniform within ±1 db, from 30 to 20,000 cycles.
Maximum Gain: 80 db.
Output Noise Level: — 60 db.
Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
Input Impedance: 30, 125, 250 and 500 ohms.
Output Impedance: 600 ohms.
Power Output: Maximum + 10 dbm.
Dimensions: 16⅝" x 6½" x 3".
Weight: 8 lbs. 5 ozs.
Finish: Aluminum Gray.

This amplifier may be equipped with either Cannon or Hubbel Connectors.

Price, F.O.B. Dallas **$87.50**
Complete with Tubes

INTERNATIONAL ELECTRONICS CORPORATION
4145 Commerce Street Dept. C DALLAS 1, TEXAS
We Design Special Equipment or Will Build to Your Own Specifications



In The Public Interest

Bids for Cancer Fund

TO AID in the collecting of funds for the American Cancer Society, Chief Announcer Harry Osborne and Lou Weinman, record m. c. of WNAB Bridgeport, Conn., April 26 devoted their morning and afternoon record shows to forwarding the drive. Mr. Osborne started at 8:30 a. m. and announced the titles of several "gruesome" selections that he was going to play unless the listeners would "bid" the numbers off the air. As soon as he received four bids he played the number requested by the highest bidder and messengers were dispatched to collect the money pledged. Mr. Weinman followed the same procedure on his afternoon show. Persons making the highest bids during the day were awarded special prizes. At the close of the afternoon record show, $630 had been collected for the Cancer drive.

* * *

Silver Lining

PROMPTED by a listener's story of a five year old girl whose frozen feet had been amputed, WBET Brockton, Mass. threw its full support behind a "Silver Lining" fund campaign to furnish money for artificial limbs for the child. Ken Dalton, WBET newscaster, told the story to his listeners and appealed for money—"Send dimes, quarters, half-dollars or dollars . . . ," he pleaded. Listeners responded immediately, and at the last report, more than $6,000 had been deposited in a trust fund which will be used for artificial limbs, which must be changed about every two years, and for medical care for the crippled child.

* * *

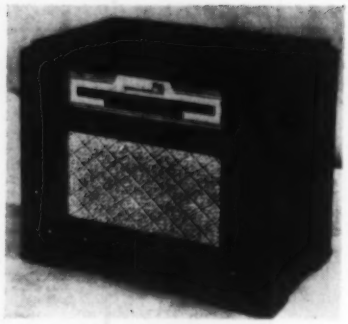
Victims of Fire

FARM HOUSE near DuBois, Pa., was recently destroyed by fire and 5 of the 10 occupants were fatally burned, including the mother and father and three children. Three children escaped without injury and two were seriously burned, one of whom needed plastic surgery. WCED DuBois made appeals on the air for funds to aid the children. In a brief time more than $2,000 was collected for the children as a result of the WCED appeals.

* * *

Gets Results

PLEA for blood donors made only one time on a newscast on KROW Oakland, Calif., resulted in so many volunteers that within an hour after the broadcast, the station received word that the hospital laboratory was turning away donors who had responded to the plea. The Red Cross called on KROW for assistance when a special type of blood was needed to save the life of a new-born child. After the resulting flood of volunteers from the KROW broadcast, the Red Cross cancelled the request in all other sources.



LOW PRICED FM radio set made by Airadio, Inc. sells at single unit price of $39.50, FOB Stamford, Conn. According to manufacturer sets will receive signals at any frequency in 88-108 mc. band with clean reception of signals separated by only one channel. Model illustrated has stained wood cabinet.

Microwave Equipment

THE FIRST microwave radio communications equipment has been obtained from Raytheon Mfg. Co., New York, by Compania Radiografica Internacional de Costa Rica, an affiliate of the Tropical Radio Telegraph Co., to be installed in Central America. Laurence K. Marshall, president of Raytheon, and R. V. Howley, president of Tropical Radio, announced the transaction. The microwave circuit is being established between San Jose and Las Pavas. A new transmitting station is being built at Las Pavas, about five miles from San Jose.

Heads New Firm

J. M. GLEASON, Chicago manager of Wright-Sonovox, is president of a new recording firm, Jackalee Records Inc., which last week released its first album, "Chug-Chug, the Talking Engine." Mr. Gleason said he had obtained permission from Wright-Sonovox for a series of children's albums which will use Sonovox to give inanimate objects voices. Other officers of Jackalee Records are Leslie J. Walker, production manager of Wright-Sonovox, vice president, and Gus Haganah, of Standard Radio, secretary.

TECHNICAL

JOHN W. BERNINGER, formerly with WWSW and WMOT Pittsburgh, has been appointed chief engineer of WPIT Pittsburgh.

BOYD PHELPS, director of Phelps Precision Lab., Minneapolis (frequency measurements and general consulting firm), has returned from Canal Zone where he was electronics officer of 15th Naval District, to resume active direction of Phelps firm.

CARL W. DREBING and **HARRISON C. GOFF,** both veterans, have joined engineering staff of KOA Denver, as summer relief men.

FERRIS DETHLEFS, transmitter engineer at WMOA Marietta, Ohio, and student at Marietta College, has been elected to membership of Phi Beta Kappa, national scholastic fraternity.

FRED SHIDEL, NBC Chicago engineer, has been awarded Belgian Croix de Guerre with palm for services during liberation of country.

ALBERT HAYWARD, ABC New York engineer, has transferred to Hollywood in similar capacity.

GAYLORD DURHAM, engineer of NBC Hollywood, has shifted to ABC Hollywood in similar capacity.

RCA VICTOR, Camden, N. J., has developed new small video tube, RCA-5527 Inconoscope, for economical use in observing dangerous operations in industry. Two inches in diameter, new tube provides satisfactory images when light is 500 to 1,000 foot candles, which can be obtained with three 200 watt lamps. Tube has resolution capability of 250 lines.

Westinghouse Peak

WESTINGHOUSE Electric Corp.'s sales in the first quarter of 1947 ending March 31 set a peacetime record of $140,121,973, according to an announcement April 16 by President Gwilym A. Price. Net sales for the comparable period of 1946 were $128,772,896, Mr. Price said. Unfilled orders as of March 31 totaled $642,090,960, highest in the peacetime history of Westinghouse, the company reported.

KDKA-FM Building

GROUND-BREAKING ceremonies for new transmitter tower of KDKA-FM Pittsburgh were held April 24 on hilltop overlooking U. of Pittsburgh campus. When completed in late August, new 500-foot steel Blaw-Knox tower will be highest point in Pittsburgh area.

Serving California's

TWO GREAT MARKETS

KYA ★ KLAC

SAN FRANCISCO **LOS ANGELES**

Represented by
ADAM J. YOUNG JR., INC.
NEW YORK • CHICAGO

Milestones

NBC DRAMATIC serial, *One Man's Family*, winner of 23 national awards, celebrated 15th anniversary April 29. Claiming an estimated audience of 9,500,000 listeners in the U. S. through 144 stations, program is heard Sun. 2:30-3 p.m. . . . Commemorating 25 years of service, KFI Los Angeles April 16 presented an hour-long show, *9000 Days*. Prominent screen and radio personalities, as well as transcribed messages from public dignitaries were heard.

Eddie Dunn, m.c. of audience participation show *So This Is Love* on WOR New York and announcer on NBC's *Jack Berch Show*, is completing his 20th year in radio. . . . Big birthday party was scheduled May 1 at KWTX Waco, Tex., marking one year on the air for the 250-w Mutual affiliate. . . . Rogers Jewelry, Denver, has begun its eighth consecutive year of sponsorship of newscasts over KLZ Denver. . . . A gala variety show April 17 over KPO San Francisco brought to the air radio stars of yesterday and today in commeration of that NBC affiliate's 25th anniversary.

"Happy" Jack Turner, pianist-singer of KOA Denver, celebrated early this month his 25th year on the air. . . . ABC's *Professor Quiz* currently sponsored by American Oil Co. marked 10 years of sponsored broadcasting April 5. During the decade, the Professor, Dr. Craig Earl, has interviewed more than 25,000 contestants and distributed $150,000 in prize money. . . . "Happy" Herb Lewis, entertainer for WBZ-WBZA Boston-Springfield, April 12 celebrated his 20th anniversary in radio.

WSPD Toledo, Ohio, observed its 26th birthday April 15th. . . . April 27 marked 13th year of continuous weekly dramatizations by the *Ava Maria Hour*, transcribed Catholic drama program, now aired by more than 175 stations throughout the U. S. and abroad.

WOV New York celebrated its 20th anniversary in the Italian language field April 19 with a large birthday party. . . . A highlight in celebration of fifth anniversary of *Your Esso Reporter* broadcasts over WGAN Portland, Ore., was an Esso news broadcast direct from window of a radio store, and a special broadcast immediately following WGAN's 6 p. m. Esso news. . . . WOW Omaha, Neb., begins its 25th year of service last month. . . . Ernest N. George Co., Los Angeles agency, celebrated April 3 first anniversary of firm's operations.

DOUBLE anniversary was celebrated April 13 at KHJ, Hollywood outlet of Don Lee Broadcasting System. Lewis Allen Weiss, Don Lee vice president and general manager, and Mrs. Weiss cut the cake in observance of their 25th wedding anniversary. Cake doubled as birthday acknowledgment of KHJ. Age: Quarter century.

WFNS-FM Takes Air

WFNS-FM Burlington, N. C. went on the air April 23 on a 17-hour daily schedule. Broadcasting with 1 kw, station at present is using temporary antenna and Westinghouse transmitter. During the day all programs of WFNS are duplicated and at night WFNS-FM broadcasts play-by-play accounts of games of Burlington Bees at home and on road. Station is licensed to Burlington - Graham Broadcasting Co.

Requests FM

MIDCONTINENT Broadcasting Co., licensee of KELO Sioux Falls, S. D. has filed application with FCC for a new outlet on channel 262, 100.3 mc, it has been announced by Sam Fantle Jr., Midcontinent president. FM power of 10 kw is requested. Antenna height above average terrain would be 361 feet. KELO has pending application for switch from 250 w on 1230 kc to 5 kw on 1320 kc.

CHSJ to 5 kw

TEN-PAGE supplement to the *Telegraph-Journal and the Evening Times-Globe* for April 21 heralds the increase of CHSJ Saint John, N. B. from 1 kw to 5 kw on 1150 kc. A basic station of Trans-Canada Network of CBC, CHSJ is owned by New Brunswick Broadcasting Co., Ltd., and is associated with the *Telegraph-Journal and the Evening Times-Globe*.

To Receive Awards

STAFF announcers Fahey Flynn and Bob Cunningham, and WBBM Chicago, have been selected for special recognition and awards to be given by Loyola U. May 23. Citations are being awarded to the station and two announcers "for outstanding contributions in promoting better race relations in the city of Chicago through the medium of interracial broadcasts." Leslie Atlass, vice president in charge of CBS Central Division, will accept the citation on behalf of the station.

BMI Pin-up Sheet

Hit Tunes for May

(On Transcriptions)

ANOTHER NIGHT LIKE THIS (Marks)

CAPITOL—Hal Derwin
THESAURUS—Vincent Lopez
" George Wright
STANDARD—Buzz Adlam
WORLD—Les Brown
MacGREGOR—Barclay Allen
LANG-WORTH—Blue Barron

FOR SENTIMENTAL REASONS (Duchess)

CAPITOL—Eddie Le Mar
WORLD—Charlie Spivak
STANDARD—Bob Crosby
" Buzz Adlam
THESAURUS—Music of Manhattan
LANG-WORTH—Four Knights
MacGREGOR—Don Swan
" Barclay Allen
ASSOCIATED—Vic Damone

ILLUSION (Pemora)

LANG-WORTH—Chuck Foster
MacGREGOR—Barclay Allen
" Henry King
WORLD—Jose Morand
THESAURUS—George Wright

IT MIGHT HAVE BEEN A DIFFERENT STORY (Campbell-Porgie)

ASSOCIATED—George Towne
LANG-WORTH—Chuck Foster
" Four Knights
THESAURUS—Novatime Trio
CAPITOL—Gene Krupa
MacGREGOR—Barclay Allen
WORLD—Eddy Howard
STANDARD—Leighton Noble

IT TAKES TIME (London)

CAPITOL—Buddy Cole
LANG-WORTH—Four Knights
WORLD—Eddy Howard
MacGREGOR—Barclay Allen
STANDARD—Orrin Tucker

MANAGUA, NICARAGUA (Encore)

CAPITOL—Jan Garber
STANDARD—Freddy Martin
ASSOCIATED—Elliot Lawrence
WORLD—Arthur Smith
THESAURUS—Jumpin' Jacks
MacGREGOR—Dick Peterson
LANG-WORTH—Chuck Foster

MY ADOBE HACIENDA (Peer)

MacGREGOR—Sunshine Girls
" Barclay Allen
" Henry King
WORLD—Eddy Howard
STANDARD—Curt Massey
" Leighton Noble
ASSOCIATED—Hank D'Amico
LANG-WORTH—Chuck Foster
THESAURUS—Novatime Trio

MY PRETTY GIRL (Republic)

CAPITOL—Jan Garber
" Del Porter
STANDARD—Orrin Tucker
MacGREGOR—Barclay Allen

THAT'S HOW MUCH I LOVE YOU (Vogue)

CAPITOL—Hal Derwin
MacGREGOR—Barclay Allen
STANDARD—Jack Fina

UNLESS IT CAN HAPPEN WITH YOU (Stevens)

LANG-WORTH—Chuck Foster
WORLD—Russ Morgan
THESAURUS—Novatime Trio
CAPITOL—Hal Derwin
MacGREGOR—Eddie Skrivanek
" Henry King

WE COULD MAKE SUCH BEAUTIFUL MUSIC (BMI)

ASSOCIATED—Elliot Lawrence
LANG-WORTH—Rhythm Five
THESAURUS—Novatime Trio
MacGREGOR—Barclay Allen
" Eddie Skrivanek
" Henry King
WORLD—Charlie Spivak
" Les Brown
STANDARD—Freddy Martin
" Dave Street
" Leighton Noble
CAPITOL—Hal Derwin

YOU DON'T LEARN THAT IN SCHOOL (Vanguard)

WORLD—Les Brown
LANG-WORTH—Four Knights
" Blue Barron
STANDARD—Hal McIntyre
CAPITOL—Billy Butterfield

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

TURNTABLE

J. CARROLL NAISH, film and radio actor, and **EDISON VON OTTENFELD** have organized new Hollywood firm of Vonna Records, to produce and release albums of inspirational recordings.

ERIC MULHOLLAND has been appointed regional sales manager in San Francisco Bay area for Exclusive Records Co.,

CHARTOC - COLMAN PRODUCTIONS, Chicago transcription firm, has signed exclusive contract with veteran showman Ted Lewis for 26 week series of half hour open-end platters.

LESTER CULLY, NBC Western Network recording supervisor, is recovering from an appendicitis operation.

AL BUFFINGTON, of Al Buffington Co., Baltimore program packager, is the father of a girl, Stephanie.

DECCA DISTRIBUTING Corp. and **COMMODORE RECORD Co.**, both of New York, have completed negotiations whereby Decca will handle the exclusive sale of Commodore records through its 42 branches in America and its agencies throughout the world. Terms include an arrangement by which Decca has the option of buying Commodore at a future date. Commodore Records was founded in 1938 by Milton Gabler and has specialized in jazz classics.

Call Letters Listed

CALL LETTERS for the new CBC 50 kw stations in western Canada have been announced by Dr. A. Frigon, CBC general manager. Station at Lacombe, Alta., will be known as CBX and will operate on 1010 kc. Winnipeg station will be CBW on 990 kc. Studios for Alberta station are expected to be in Edmonton.

Newspaper Cites Parallels in Advising Listeners Why AM Sets Can't Get FM

[Editor's Note: FM as a name for a newer type of radio broadcasting has become sufficiently familiar to the listener. But to the average layman, there still exists quite a bit of confusion as to its mechanics. Typical was in Salisbury, N. C. where WSTP began its operation of an FM outlet, WSTP-FM. Immediately, the station and the local Post were deluged with calls from listeners citing inability to pickup FM broadcasts on their present AM receivers. In answer, the newspaper ran the following editorial.]

(F)requently (M)isunderstood

Speaking of the difficulty of getting people to understand, the *Post* is told that radio station WSTP is still getting numerous complaints from radio listeners who cannot tune in on the station's recently inaugurated FM broadcasting.

For that matter, the newspaper too, is still getting them.

Every reasonable effort has been made to inform the public about FM, and about WSTP's new offspring WSTP-FM.

In case you are still among those who are confused about the situation, let's put it this way:

You have a washing machine, a vacuum cleaner, a can opener, a toilet silencer, you even have a radio receiver that you have had for years and which has done all right up to now.

Well, good for you.

But.

You cannot receive FM broadcast programs over your washing machine, your vacuum cleaner, your can opener, your toilet silencer or even the radio receiver you have had for years doing all right.

Your radio receiver may go on for more years receiving WSTP broadcasts just like it has been receiving them. But it will not receive insured mail, orchid corsages, Pulitzer prizes, or FM radio broadcasts.

FM broadcasts are put on the air by an FM broadcasting system. They can be received by an FM broadcast receiver.

If you have recently bought an FM radio receiver or have recently had a conventional radio receiving set converted into an FM receiving set, then you can receive FM broadcasts.

Otherwise your alarm clock dial is just as useful as your old radio set's dial in tuning in for FM broadcasts because neither one of them is worth a heterodyne hoot for that purpose.

If you want to dig a hole in the ground, get a shovel; if you want to get upstairs without climbing, install an elevator; if you want to receive FM broadcasts—and they are really wonderful—get yourself an FM radio receiver.

Hal Davis Named

KENYON & ECKHARDT, New York, has merged its radio publicity and its publicity departments into a single department with Hal Davis, former radio publicity director, named publicity director in charge. Bernice Burns, who was the agency publicity director, has resigned to freelance. Herb Landon, assistant radio publicity director, was appointed assistant director in charge of radio publicity. Rose Flynn, formerly associated with CBS and Benton & Bowles, New York, has joined K & E, as radio publicity writer. The functions of the new department will include radio, client and product publicity.

GE-UE Sign

THE UNITED ELECTRICAL Radio and Machine Workers of America (CIO) last week reached an agreement with the General Electric Co. providing for a 15c an hour wage and salary increase to settle all economic issues for 125,000 GE employes, it was announced by Albert J. Fitzgerald, general president of the UE. Wage rates of hourly-rated employes will actually be increased 11½c an hour, with the remainder of the 15c used to cover incidental costs.

Repeat Performance

RESPONSE to the WCBS-TV New York telecast of the circus, April 19 under sponsorship of Ford Motor Co., has led the station to announce a repeat video performance on May 10, this time on a sustaining basis.

RADIO SAVES LIVES
New Jersey Official Praises Highway Safety Series

MOTOR VEHICLE accidents have been among the lowest for any corresponding months in New Jersey since the NBC radio-recording 15-minute transcribed safety series, *Highways to Safety*, has been broadcast on all New Jersey stations, according to Arthur W. Magee, commissioner of motor vehicles of the State of New Jersey. The series was recorded for the New Jersey department of motor vehicles as part of an intensive safety education campaign being carried out in New Jersey. Each program of the series is broadcast weekly on all Jersey stations.

Praising the results of the series, Commissioner Magee said, "In the months following the initial broadcast . . . last November fatalities caused by motor vehicles accidents have been among the lowest for any corresponding months, and in fact traffic fatalities for the month of February represent the lowest February death toll in 14 years of accident statistics compilations. Radio undoubtedly has contributed materially to this splendid record."

George Artemus Ward

GEORGE ARTEMUS WARD, veteran announcer at WNYC New York, died April 22 of a heart attack at his home in Hollis, Long Island. Mr. Ward, who was 46, joined the station in 1936 and was one of its oldest staff members from the point of service. He will probably be remembered best for his Sunday morning poetry program, *Star Gazer*, which he had broadcast more than 900 times. He was president of the Metropolitan Motion Picture Club, a group of amateur movie takers. He is survived by his wife and a daughter.

U. S. Veterans Administration has awarded Certificate of Appreciation to WWGP Sanford, N. C., for "outstanding service to U. S. war veterans through medium of radio."

TEXARKANA GOES "ALL OUT" for

KCMC

** Conlan Preference Surveys made in April 1945 and in December 1946 show results below—*

KCMC percentage of total listeners—

APRIL 1945, 54.1%; DEC. 1946, 54.4%

SUMMARY OF CONLAN SURVEY

Broadcasting Station	MORNING Apr. 1945	MORNING Dec. 1946	AFTERNOON Apr. 1945	AFTERNOON Dec. 1946	NIGHT Apr. 1945	NIGHT Dec. 1946
Texarkana—						
KCMC-ABC	62.6%	64.3%	53.5%	54.7%	46.2%	44.3%
Mutual Station	....	20.9%	....	22.4%	....	18.5%
Shreveport— Columbia Station	19.5%	8.6%	20.3%	13.3%	25.3%	18.4%
Dallas-Ft. Worth- NBC Station	14.0%	4.3%	23.6%	7.3%	25.0%	16.0%
All Other Stations	3.9%	1.9%	2.6%	2.3%	3.5%	2.8%

**Copies of the detailed copyrighted report are available for inspection to interested advertisers.*

Taylor-Howe-Snowden

National Representatives

KCMC 1230 kc and KCMC-FM

FRANK O. MYERS, Mgr.

PHILADELPHIA'S NO. 1 *Independent*

10,000 Watts **WIBG**

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street

AN INTERNATIONAL problem got an international airing May 1, when KYW Philadelphia and BBC participated in a trans-Atlantic *Junior Town Meeting* program on juvenile delinquency. Moderator for KYW was Earl G. Harrison, (seated at left) dean of the Law School of the U. of Pennsylvania. Seated at right is William C. Galleher, KYW educational director, who arranged the broadcast with Lillian Lang, BBC program operations director. Standing (l to r) are: Robert E. White, KYW general manager; Gordon Hawkins, educational director of Westinghouse Radio Stations Inc.; Newbold Cooper, private schools representative, and Donald G. Baird, KYW assistant educational director. Co-moderator in London studios for inter-high school discussion is Rooney Pelletier, BBC North American Service organizer.

Over 1500 Attending Columbus Meeting Of Institute for Education by Radio

OVER 1500 leaders of commercial and educational radio are in attendance at the 17th annual Institute for Education by Radio at Columbus, Ohio, May 2-5. Sponsored by Ohio State U., the accent of this year's conclave is on internationalism, with representatives invited from the BBC and CBC as well as from American networks.

The Religious Radio Assn. was to hold its annual meeting May 2-4 in Columbus, in conjunction with the IER.

Willard Johnson, president of the association and vice president of the National Conference of Christians and Jews, was to preside over the meetings, the theme of which was the contributions of radio religious programs to domestic unity and world peace.

The sessions were to begin on May 2 at noon with a luncheon at the Deshler-Wallick Hotel, at which Robert B. Hudson, director of Education of CBS, was to speak on "Religious Radio and World Peace." In the afternoon John K. Hough, director of advertising, Goodyear Tire and Rubber Co., was to describe the current radio series, *Greatest Story Ever Told*, which is sponsored by Goodyear on ABC. Business sessions were to be held and appointment of a nominating committee for officers made.

Other Participants

Other participants were to be: Dr. Franklin Dunham, chief, radio division, U. S. Office of Education; Everett Parker, secretary, Joint Religious Radio Committee; Bill Smith, National Council of Catholic Men; Evan A. Fry, radio director, Church of Jesus Christ of Latter Day Saints; and Norton Belth, assistant director, Jewish Education Commission.

The sessions concluded with a discussion of possible awards to be made by Religious Radio Assn. for the year's outstanding program and the election of officers.

Agenda for the last day's IER sessions:

MONDAY, MAY 5

SECTION MEETINGS
- Opportunities of Campus Radio Stations.
- Clinic for College and University Stations.
- Clinic for Educational and Public Service Directors of Commercial Stations.
- Broadcasting and College Public Relations.
- Problems of Radio Chairmen of Local Organizations.
- Recordings for Education.
- Radio, the Public, and United States Foreign Policy.

GENERAL SESSION
- Should Radio Have an Editorial Policy?

IN CANADA
WINNIPEG
is a "MUST" buy
Men Who Know
select
630 KC. CKRC NOW 5KW
REPRESENTATIVE - WEED & CO.

WEEK Peoria, Ill. Begins Broadcasting on 1350 kc

WEEK, NBC affiliate in Peoria, Ill., signed on the air for the first time April 27. Owned by the West Central Broadcasting Co., WEEK operates on 1350 kc with 1 kw.

Former Governor Robert S. Kerr of Oklahoma is chairman of West Central, which will be affiliated with the radio interests of E. K. Gaylord (WKY Oklahoma City, KLZ Denver, KVOR Colorado Springs).

Edgar T. Bell is WEEK's general manager and Stanley White, former WKY sales manager, is station manager. Program format will emphasize local productions and public interest features, according to Mr. Bell.

TV Script Contest

TELEVISION script writing contest sponsored by Broadway producer John Wildberg, who has formed a video production company, is open to all professionals and amateurs. Winners get cash awards and contracts for Mr. Wildberg's writing staff and winning scripts will be televised. Leonard F. Cramer, executive vice-president of Du Mont Television, and Mr. Wildberg will judge the entries, which should be addressed to John Wildberg, 206 E. 30th St. New York City. Deadline is June 15.

SCHOOL RECORDINGS
Programs Made in Classrooms Aired by WFHG

AS A SPECIAL public service feature WFHG, new Mutual 1 kw daytime outlet (860 kc) at Bristol, Tenn., is airing programs prepared in public school classrooms in connection with pupils' regular school work. The programs are recorded in the classrooms and played back on the air late in the afternoon when both youngsters and parents can listen. The recordings then are given to the classes.

WFHG's manager, C. Alden Baker, reports that the station has received much favorable comment on the series and that school officials and teachers are pleased with the programs not only from the children's angle but also because of the opportunity to call to the attention of parents the work being done in the schools.

WFHG began broadcasting Jan. 1. It is the newest property of Blanfox Radio Co. Inc., which owns two other Mutual affiliates, WHLN Harlan, Ky., and WNVA, Norton, Va. President of the corporation is R. B. Helms. J. Francke Fox is vice president and O. Roland Galliher secretary.

Prior to the war WFHG's manager, Mr. Baker, was with WCCO Minneapolis and WKBN Youngstown, Ohio.

TAKES ONLY ONE TO GET 3

BEAUMONT TEXAS
KFDM
560 KC. 1000 WATTS

You play for "keeps" . . . no "funnies" . . . when you penetrate this responsive market over KFDM! THREE KEY CITIES . . . Beaumont, Port Arthur, and Orange . . . ONE BIG MARKET . . . covered by KFDM!

REPRESENTED BY FREE & PETERS, INC.
AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

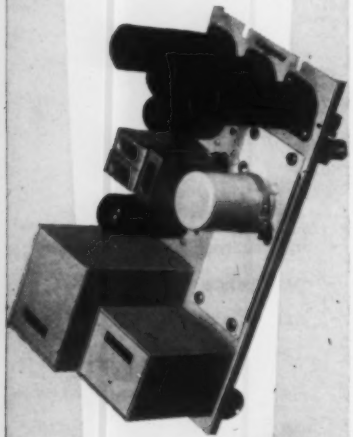
PROGRAM AMPLIFIER by Langevin . . .

The Langevin 102-A program amplifier is a two stage fixed gain unit which meets all requirements for FM.

This compact, dependable amplifier provides +28 dbm output level and has a frequency characteristic of ±1 db over the range 30-15,000 cycles. Operating from input impedance of 250 or 600 ohms, this unit has a normal gain of 55 db with provisions for decreasing to 45 or 35 db. The output impedance is 150 or 600 ohms.

Complete specifications on this quiet, low distortion amplifier can be obtained by writing to Department C-1.

The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38



Worthy of an Engineer's Careful Consideration

ACTIONS OF THE FCC

APRIL 25 TO MAY 1

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

April 25 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)
AM—1450 kc

Lake Erie Bcstg. Co., The Sandusky Bcstg. Co. and The Bay Bcstg. Co., Sandusky, Ohio—Announced supplemental proposed decision looking toward grant of Lake Erie Bcstg. Co. application for new AM station 1450 kc 250 w unl. Proposed to deny mutually exclusive applications of The Sandusky Bcstg. Co. and The Bay Bcstg. Co. seeking same facilities.

BY THE COMMISSION

Ordered that Rule 1.365 (a) of Commission's Rules and Regulations be amended to relieve certain restrictions which now exist in connection with filing of petitions for amendment of applications. Amended rule eliminates requirement for accompanying affidavit (on whether or not consideration has been promised in connection with filing amendment petition), except when petition requests change in frequency or power.

BY COMMISSION EN BANC
License Renewal

WWJ Detroit, Mich.—Granted renewal of license for period ending May 1, 1950. (Com. Durr voting for further inquiry.)

Assignment of License

KEVR Seattle, Wash.—Granted consent to assignment of license of KEVR from Evergreen Bcstg. Corp. to Western Waves Inc., for $190,000.

AM—1400 kc

Yakima Bcstg. Corp., Yakima, Wash.—Granted CP new station 1400 kc 250 w unl.; engineering cond.

Hearing Designated

KGA Spokane, Wash.—Designated for hearing application for CP to increase 10 kw to 50 kw and install DA, operating on 1510 kc; WLAC made party.

WMPS Memphis, Tenn.—Designated for hearing application for mod. CP to change N power from 5 kw to 10 kw, with DA-N. KFEQ and WPTF made parties.

AM—630 kc

KOH Reno, Nev.—Granted CP to increase 1 kw to 5 kw unl., install new trans. and make changes in DA-N; engineering cond.

WJMS Ironwood, Mich.—Granted CP to change frequency from 1450 kc to 630 kc, increase 250 w to 1 kw DA-1 unl., install new trans. and change trans. location. (Comr. Durr for hearing.)

WMFD Wilmington, N. C.—Granted CP to change frequency from 1400 kc to 630 kc, increase 250 w to 1 kw, unl., using DA-2 and change trans. location.

Petition Granted

WGLN Glens Falls, N. Y.—Granted petition for extension of time within which to file opposition to petition of WWSC Glens Falls, N. Y., requesting Commission to designate for hearing application of WGLN for license to cover CP; extended time to and including April 28.

AM—600 kc

San Angelo Bcstrs., San Angelo, Tex.—Granted CP new station 600 kc 1 kw-N 5 kw-LS DA-2 unl.; engineering cond.

Hearing Designated

KROD El Paso, Tex.—Designated for hearing application for CP increase 500 w-N 1 kw-D to 5 kw DA-N and change trans. location; to be consolidated with proceedings on applications of Coconino Bcstg. Co. and KWRZ Flagstaff, Ariz.

AM—600 kc

KVCV Redding, Calif.—Granted CP change frequency from 1230 kc to 600 kc, increase 250 w to 1 kw DA-1 and change trans. location and install new trans.

Modification of CP

KSD St. Louis—Granted mod. CP make changes in DA-N (to meet condition of Commission's decision of Dec. 6, 1946).

Hearing Designated

KIFI Idaho Falls, Idaho—Designated for hearing application for CP change frequency from 1400 to 550 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. location.

Shawano County Leader Pub. Co., Shawano, Wis.—Designated for hearing application for CP new station 550 kc 250 w-D 100 w-N; further ordered that KSD, WJJM and WIND be made parties to proceeding.

West Central Bcstg. Co., Tulsa, Okla. and Seminole Bcstg. Co., Wewoka, Okla.—Designated for consolidated hearing application of West Central Bcstg. Co. for new station 740 kc 50 kw-D 25 kw-N DA-DN with application of Seminole Bcstg. Co. for new station 720 kc 250 w-D; hearing to be consolidated with proceedings on Texas Star Bcstg. Co., Dallas, Tex., and Ellis Co. Bcstg. Co., Waxahachie, Tex. for 740 kc and 730 kc respectively.

FM Conditional Grants

E. Ogden Driggs, Berkeley, Calif.—Authorized conditional grant for class A FM station.* (Comr. Durr for hearing).

The Copley Press Inc., Aurora, Ill.—Authorized conditional grant for class A FM station.*

The Copley Press Inc., Elgin, Ill.—Same.

The Copley Press Inc., Joliet, Ill.—Same.

Southern Tier Radio Service Inc., Binghamton, N. Y.—Authorized conditional grant for class B FM station.*

Washington Bcstg. Co., Washington, Pa.—Authorized conditional grant for class B station.* (Comr. Durr for hearing).

Central Bcstg. Co., Eau Claire, Wis.—Authorized conditional grant for class B FM station.*

License Renewal

WFIL-FM Philadelphia—Granted renewal of license for period ending May 1, 1948; (Comr. Durr for hearing).

License Extension

WOWO-FM Ft. Wayne, Ind.—Present license extended on temporary basis for 60 days.

Petition Granted

WAIT Chicago—Granted petition for leave to amend application to change Par. 16 to specify one of three class B FM channels allocated to Chicago, which have been reserved until June 30. Said amendment was accepted and application as amended, removed from hearing docket and held in files of Commission without action until June 30.

BY COMMISSIONER JETT

Alvin E. O'Konski, Merrill, Wis.—Granted petition for waiver of Rules and accepted petitioner's written appearance in re application.

Erie Bcstg Co., Erie, Pa.—Granted petition for leave to amend application to reflect addition of Cecil D. Elfenbein as partner in applicant partnership.

WTAM Cleveland—Granted petition for leave to intervene in hearing upon appli-

(*Continued on page 69*)

* Subject to further review and approval of engineering details.

JUST TUBE BAD
WALA, WBNS Engineers Laud Old Faithful 891-Rs

R. B. HURLEY, chief engineer of WALA Mobile, Ala., started something when he wrote to the RCA Tube Department informing them of the demise of an RCA 891-R Modulator Tube after 22,464½ hours of service.

"It has served so long, so faithfully that every member of our engineering staff marks its passing with genuine regret . . .", Mr. Hurley wrote sadly. When the tube's death notice was printed in *Tube Tips*, RCA's house organ for the broadcasting industry, Chief Engineer L. H. Nafzger of WBNS Columbus, Ohio, wrote *Tube Tips* indignantly:

". . . I read the obituary of an 891-R which was only in the prime of life . . . this tube didn't even have long pants on compared to our energetic youngster of 50,154 hours, still able to work 20 hours daily, seven days a week. Let's have flowers for the living instead of marble slabs for the dead."

KIRO Stymied

IGNORING recommendation of the City Planning Commission, Seattle City Council has refused to rezone a residential area to permit KIRO Seattle to buy and use the old Leary Mansion as its headquarters. Council action was taken without dissenting vote and leaves KIRO with no immediate plans to obtain larger quarters and a permanent home.

KFUO to Expand

GROUND for a 60-foot addition to the building housing KFUO St. Louis was broken April 20 by Prof. John H. C. Fritz, faculty member of Concordia Seminary and chairman of KFUO's radio committee. Station has also launched a $300,000 expansion program to finance installation of a new FM transmitter and increase present AM power 5 kw to 10 kw.

WHLI, WHNY Site

BLOCK-LONG building lot in Hempstead, L. I. has been acquired by Elias I. Godofsky, permittee of WHLI and WHNY (FM) for construction of studios and offices.

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
GEORGE B. BAIREY
ASSOCIATE
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT AND POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

WELDON & CARR
1605 CONNECTICUT AVE. MI. 4151
WASHINGTON, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

UNIVERSAL RESEARCH LABORATORIES
A. E. TOWNE AND STAFF
One Nob Hill Circle, San Francisco 2, Calif.
Telephone: DOuglas 5380

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

COLTON & FOSS, INC.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
830 GREGG STREET PHONE 7342
COLUMBIA, SOUTH CAROLINA

H. V. ANDERSON & ASSOCIATE
715 AMERICAN BK. BLDG. RA. 0111
NEW ORLEANS, LOUISIANA

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PRIESMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

WEAM on Beam

WEAM, new 1 kw daytime outlet (1390 kc) at Arlington, Va., made record time in getting on the air, according to W. Wallace Robinson, assistant to the manager. Ground was broken for the transmitter March 12 and 26 days later (April 7) the station took the air. Steeplejack James W. McDaniel worked at night and in driving rain to complete work on the tuning bar.

Radio Panel Bulbs

RADIO PANEL light bulbs are available in case lots of 10,000 from the U. S. Commercial Co., subsidiary of the Reconstruction Finance Corp., it has been announced by RFC. They will be sold ex-warehouse New York area, duty paid, and bids must be received before 12 o'clock noon May 8. Information on terms and conditions of sale can be obtained by writing to U. S. Commercial Co., Washington 25, D. C. Samples are available for inspection at the company's display room, 292 Madison Ave., New York.

ILGWU'S FM EQUIPMENT ORDER TOTALS $250,000

THE INTERNATIONAL Ladies' Garment Worker's Union has signed a contract with RCA for approximately a quarter of a million dollars worth of FM broadcast equipment for six proposed FM stations to be erected by Unity Broadcasting Corporations. Frederick F. Umhey, executive secretary of the ILGWU and secretary of Unity Broadcasting, announced the sale [CLOSED CIRCUIT, April 21].

The order, which consists of five FM transmitters of 10 kw and one of 1 kw, plus the necessary studio control and audio equipment for each station is one of the largest in the history of broadcasting, according to W. W. Watts, vice president in charge of RCA Engineering Products Dept., which will build the equipment in its Camden, N. J., plant.

The stations will be located in Chattanooga, St. Louis, Los Angeles and New York, with applications pending in Boston and Philadelphia. The Chattanooga station will be completed by Labor Day.

Present for the contract signing, in addition to Messrs. Umhey and Watts, were T. A. Smith, general sales manager, RCA Engineering Products Dept.; M. S. Novik, former director of WNYC New York and now radio consultant to the ILGWU, and Paul A. deMars of Raymond M. Wilmotte Inc., who have been commissioned to design and build Unity stations.

PURCHASE of a quarter of a million dollars' worth of FM broadcast equipment by International Ladies' Garment Worker's Union from RCA was consummated at a meeting between W. W. Watts (l), vice president, Engineering Products Dept., RCA, and Frederick F. Umhey, executive secretary of ILGWU and secretary of Unity Broadcasting Corporations. ILGWU plans to use equipment for six proposed FM stations to be erected by Unity [CLOSED CIRCUIT, April 21].

JIM McMILLEN, conductor of a poetry program on WCBM Baltimore, was given a dinner April 2 in honor of his first anniversary with the station. Dinner, given by Society of American Poets and Poe-Avalon Society, in conjunction with station, was broadcast from 9:30-10 p.m. and 11:15-11:30 p.m. for pick-up for Mr. McMillen's own program, heard at that time Sun.-Fri.

Merryman Leaving NBC for Radio Firm

Planning Head Ends 20 Years Of Service With Network

Mr. Merryman

Mr. Anderson

PHILIP MERRYMAN, director of NBC planning and development division, has joined H. Vernon Anderson Assoc., radio consultants. The firm will now be known as Anderson and Merryman, with offices in New York and New Orleans, with research laboratories in Baton Rouge.

Mr. Merryman will be retained as consultant by NBC and its affiliated stations, according to Frank E. Mullen, vice president and general manager.

With NBC for 20 years, Mr. Merryman joined the network as an engineer. He later became researcher and market analyst, and finally, planning and development director for the network. Mr. Anderson is former vice president and general manager of Baton Rouge Broadcasting Co., operators of WJBO.

In a statement concerning Mr. Merryman's resignation from NBC, President Niles Trammell said: "We deeply regret Mr. Merryman's resignation. He has been associated with us since the inception of the company and has made a very definite contribution to the development of sound broadcasting, and has been of material assistance in developing plans to launch the new art of television. He leaves us to go into business for himself, and we are certain that he will be a success and make a contribution to the further development of radio and television."

German Storage Tubes

GERMAN scientists developed radar tubes capable of storing signals as long as three weeks, according to a report now available at the Office of Technical Services, Dept. of Commerce. The tubes permitted high-speed radar communication so rapid that danger of detection and jamming were minimized, according to the report, prepared by Eugene D. Reed, Columbia U. Division of War Research. The report summarizes German research and development work. It is available at the Commerce Dept. (PB-52345, German Research Work on Cathode Ray Tubes, Television Tubes and Television Systems; photostat $3, microfilm $1). Check or money order should be payable to Treasurer of the United States.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R C A COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The Robert L. Kaufman *Organization*
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

ROOM 1010 MARKET 8173
RADIO ENGINEERING COMPANY
CONSULTANTS
NORWOOD J. PATTERSON
1355 MARKET STREET SAN FRANCISCO CALIF.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
8098 Windemere Ave. Drexel Hill, Pa. Sunset 2537W

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.
Little Building Boston 16, Mass.
Hancock 4948

REPRODUCER REPAIRING SERVICE
ALL MAKES--SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

FREQUENCY MEASURING SERVICE
Highest Accuracy—Anytime
STANDARD MEASUREMENTS
Division of Radio-Electronics, Inc.
Phone 2652 Enid, Okla.

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
ROUTE 1—BOX 830
REDWOOD CITY, CALIF.
Phone Woodside 871

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 13,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

FCC Actions

(Continued from page 66)

Decisions Cont.:

cations of Knox Bestg. Co., Galesburg, and Kewanee Bestg. Co., Kewanee, Ill.

KPO San Francisco—Granted petition for leave to intervene in hearing on applications of Woodward M. Ritter, San Bernardino, and Empire Bestg. Co., Pomona-Ontario, Calif.

WGKV Charleston, W. Va.—Granted petition for leave to amend application for transfer of control of Kanawha Valley Bestg. Co. (WGKV), to add to application supplemental contract reducing consideration to be paid by buyer from $100,000 to $80,160, and providing new termination date.

WOR New York—Granted petition for leave to intervene in consolidated hearing upon applications of The Conn. Electronics Corp., et al.

Public Bestg. Service Inc., Enid, Okla.—Granted petition for waiver of Rules and accepted petitioner's written appearance in re application.

Steel City Bestg. Corp., Gary, Ind.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

WJZ New York—Granted petition for leave to intervene in consolidated hearing upon applications of The Conn. Electronics Corp., et al.

Hilding V. Foreen, Merrill, Wis.—Granted petition for waiver of Rules and accepted petitioner's written appearance in re application. Also granted petition for leave to amend application so as to change Par. 3 of application to show revised information on address of application and counsel, etc.

Steel City Bestg. Co., Gary, Ind.—Granted petition for leave to amend its application to change Par. 27 and 28 to show more accurate engineering information concerning contours and populations to be served.

Red River Bestg. Co. Inc., Duluth, Minn.—Granted petition for continuance of hearing on its application presently scheduled April 28 and continued same to May 29.

WCMW Canton, Ohio—Granted petition for waiver of Rules and accepted petitioner's written appearance.

Kola Bestg. Co., Opelousas, La.—Dismissed as moot petition requesting removal of its application from hearing docket.

James A. Noe, Lake Charles, La.—Granted petition to dismiss without prejudice application for CP.

WMC Memphis, Tenn.—Granted petition to reopen record in proceeding upon application of WGRC Louisville, Ky. heard May 1946; ordered said record reopened for purpose of holding further hearing on Issues 2-6 and scheduled said further hearing for May 22 at Washington, and made WMC party intervenor in proceeding.

Forest City Bestg. Co., Cleveland—Dismissed petition requesting leave to amend its application for CP to specify 710 kc with 250 w D instead of 1490 kc 250 w unl.

Pulitzer Pub. Co., St. Louis—Dismissed petition requesting leave to amend its application to show change in proposed trans. site.

Oneida Bestg. Co., Rhinelander, Wis.—Granted petition insofar as it requests leave to intervene in consolidated hearing on application of Alvin E. O'Konski; denied insofar as it requests leave to intervene in application of Hilding V. Foreen.

WDEL Wilmington, Del., et al—Granted joint petition requesting continuance of consolidated hearing on FM applications presently scheduled April 29, and continued same to May 12.

Frequency Bestg. System Inc., Shreveport, La.—Granted petition for waiver of Rules and accepted petitioner's written appearance in re application.

Capital Radio Inc., Columbus, Ohio—Granted petition for leave to amend its application to change Par. 8 and 36 to show amendment to articles of incorporation of applicant partnership.

April 25 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WBRC-FM Birmingham, Ala.—Mod. CP which authorized new FM station, to change type trans.; ERP to 558 kw, make changes in ant. and change commencement and completion dates.

License for CP

KICO Calexico, Calif.—License to cover CP as modified which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

Rodgers & McDonald Newspapers, Inglewood, Calif.—CP new standard station 1450 kc 250 w specified hours (N).

AM—1400 kc

WNOC Norwich, Conn.— CP install new trans.

Modification of CP

WMBR Jacksonville, Fla.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-N and changes in trans. location, to make changes in DA and mount FM ant. on AM tower.

Assignment of License

WFRP Savannah, Ga.—Voluntary assignment of license to Georgia Bestg. Co.

Modification of CP

WCVS-FM Springfield, Ill.—Mod. CP as modified which authorized new FM station, for extension of commencement and completion dates.

WBBW Indianapolis—Mod. CP as modified which authorized new standard station, to increase 250 w to 1 kw, change type trans. to make changes in vertical ant., to change trans. and studio location and for extension of completion date.

WKMO-FM Kokomo, Ind.—Mod. CP which authorized new FM station, to change description of trans. site; ERP to 30.8 kw, make changes in ant. and change commencement and completion dates.

WARK Hagerstown, Md.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

License for CP

WLAW Lawrence, Mass.—License to cover CP as modified, which authorized increase power, install new trans., changes in DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KOJM Havre, Mont.—Mod. CP which authorized new standard station, to change type trans.

License for CP

WELM Elmira, N. Y.—License to cover CP as modified which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—106.1 mc

Piedmont Carolina Bestg. Co. Inc., Reidsville, N. C.—CP new (class B) FM station Channel 291, 106.1 mc.

AM—1230 kc

WCBT Roanoke Rapids, N. C.—CP make changes in vertical ant. and mount FM ant. on top of AM tower.

Modification of CP

WCEC Rocky Mount, N. C.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. or approval of trans. location and to specify studio location.

FM—Unassigned

Western Carolina Radio Corp., Shelby, N. C.—CP new FM station (class B) on frequency to be assigned by FCC and ERP of 2.1 kw.

License for CP

KBYE Oklahoma City, Okla.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

TV—204-210 mc

Daily News Television Co., Philadelphia—CP new commercial TV station on Channel 12, 204-210 mc, ERP vis. 3.4 kw—AMENDED: to change vis. and aur. power to 3.5 kw and 3 kw respectively and to make changes in ant. Also further exhibits, in answer to 12(f).

Modification of CP

WABX Harrisburg, Pa.—Mod. CP which authorized new FM station, to change completion date.

KQV Pittsburgh—Mod. CP as modified which authorized increase power, install new trans. and DA-DN and change trans. location, to make changes in DA.

License for CP

KTBI Tacoma, Wash.—License to cover CP as modified which authorized change frequency, increase power, change hours operation and type trans. and change in trans-site and authority to determine operating power by direct measurement of ant. power.

WMLO Milwaukee—License to cover CP as modified which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

APPLICATION DISMISSED

FM—91.7 mc

The Trustees of U. of Pennsylvania, Philadelphia—CP new noncommercial educational station on 91.7 mc 10 kw, emission special for FM and unl. Dismissed April 23 per request of school.

(Continued on page 70)

FCC Correction

IN FCC notice dated April 17 and titled "Information to Applicants for Broadcast Facilities Involving FM and Television Antennas Mounted on Standard Broadcast Antennas," last sentence in paragraph four should read as follows: "THE OVERALL HEIGHT INCLUDES THE HIGH FREQUENCY ANTENNA BUT NOT OBSTRUCTION LIGHTS OR BEACONS."

There's one thing alike in all of 'em!

Newsreels grow old quickly! Fast delivery is essential, so the motion picture industry uses Air Express regularly. *Speed pays!*

With deadlines to meet, layouts and artwork must travel fast—so advertising agencies use Air Express regularly. *Speed pays!*

Raw cotton samples go abroad by International Air Express, and business transactions take *days*, not weeks. *Speed pays!*

Speed pays in your business, too!

Air Express supplies the speed of delivery that's so essential in *your* business. Today, schedules are more frequent, planes are bigger and faster, and Air Express is more useful than ever. Rates are low! To send a 13-lb. shipment **coast-to-coast** costs only **$9.58.** Heavier weights—any distance—similarly inexpensive. Investigate!

- Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U. S. towns and cities.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

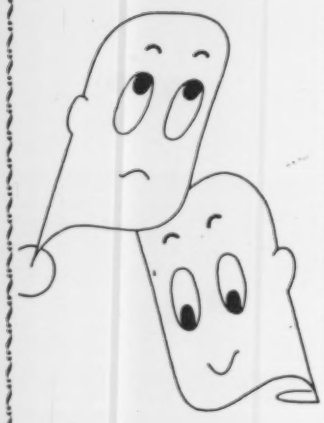
AIR EXPRESS

AIR EXPRESS

GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

don't look



high & low for information on WMOB —in Mobile - - - ask a Branham-man!

The Branham Company Offices

- Chicago
- New York
- Detroit
- Dallas
- Atlanta
- Charlotte
- St. Louis
- Memphis
- Kansas City
- San Francisco
- Los Angeles

WMOB

A *NUNN* STATION

Archie S. Grinalds, Mgr.

Mobile, Ala.

ABC Affiliate

FCC Actions

(Continued from page 69)

Applications Cont.:

TENDERED FOR FILING

Assignment of License

WDRC Hartford, Conn.—Consent to assignment of licenses of standard station WDRC, high frequency station WDRC-FM, and relay station WELN to The Connecticut Bcstg. Co.

KLIZ Brainerd, Minn.—Consent to assignment of license to Brainerd Bcstg. Co.

April 28 Decisions . . .

BY THE COMMISSION

Announced adoption of Order 130-N effective immediately which cancels 500 w power limitations established by Order 130-L on 3500-4000 kc band for those amateur stations lying within Territory of Hawaii and within all U.S. possessions lying west of Hawaii to 170 degrees west longitude, and released frequencies from 146.5 to 148 mc for use by amateur stations located within 50 miles of Washington, D. C., Seattle, Wash., and Honolulu.

April 29 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Announced adoption of memorandum opinion and order directing those portions of decision and order adopted Dec. 6, 1946, which grant application of WJIM Lansing, Mich., grant conditionally application of WKRC Cincinnati and sever applications from proceeding, be vacated and set aside, and that WKRC and WJIM are granted leave to file exceptions and request oral argument on proposed decision on their applications released April 29 proposing to grant WJIM application for change from 1240 kc 250 w unl. to 550 kc 1 kw unl. DA cond., and WKRC application to change from 1 kw-N 5 kw-D unl. DA on 550 kc to 5 kw-DN, change DA, on 550 kc cond. Further ordered that following applications be severed from each other and from WKRC and WJIM applications and ordered that insofar as relief granted coincides with relief requested by WKRC petition, it is granted; insofar as relief requested is not covered by memorandum opinion and order, it is denied: The Constitution Pub. Co., Atlanta; Montana Bcstg. and Television Co., Butte, Mont.; KSD St. Louis; KTSA San Antonio, Tex.; WGR Buffalo, N. Y.; KCRS Midland, Tex.; WDEV Waterbury, Vt.; KOAC Corvallis, Ore.

Announced proposed decision looking towards grant of application of Ballard, Metcalf & Goodlette, Hazard, Ky., for new station 1340 kc 250 w unl. and denial of applications of The Hazard Bcstg. System and Universal Bcstg. Co. for same facilities.

Announced final decisions in following cases:

Commonwealth Bcstg. Corp. and Danville Bcstg. Co., Danville, Ky.—Granted CP new station 1230 kc 250 w unl. to Commonwealth Bcstg. Corp. upon cond. permittee filing appropriate application for use of 250 w (had requested 100 w); denied Danville Bcstg. Co. application for same facilities.

Pueblo Radio Co. Inc. and Dorrance D. Roderick, Pueblo, Col.—Granted CP new station 1230 kc 250 w unl. cond. to Pueblo Radio Co. Inc.; denied application of Dorrance D. Roderick seeking same facilities.

Key Bcstg. Corp., Baltimore; James M. Tisdale, and Paul W. Delehanty, Chester, Pa.—Granted CP new station 750 kc 1 kw D to Key Bcstg. Corp.; denied application of James M. Tisdale for 740 kc 250 w D cond. and application of Paul W. Delehanty seeking same facilities.

BY COMMISSION EN BANC

Modification of CP

KTSA San Antonio, Tex.—Granted mod. CP to meet engineering cond. specified in Commission's decision of Dec. 6, 1946; install new trans. and change trans. location (550 kc 5 kw DA-N unl.)

Assignment of CP

KSYL Alexandria, La.—Granted consent for voluntary assignment of CP for KSYL from Glazer & Fox to Fox & Wheelehan, d/b as Radio Station KSYL.

Petition Denied

KPDR Alexandria, La.—Adopted memorandum opinion and order denying petition requesting that application for CP to change assignment from 1490 to 1400 kc, operating with 250 w unl. (facilities assigned KSYL under CP), be designated for consolidated hearing with KSYL application for voluntary assignment of CP; ordered that application of KPDR to change frequency be designated for hearing and that Sylvan Fox and Harold M. Wheelahan, partnership, d/b as Radio Station KSYL, be made parties to proceeding.

AM—850 kc

WHDH Boston—Granted CP increase 5 kw to 50 kw with DA-1 unl., operating on 850 kc; engineering cond.

Champlain Valley Bcstg. Corp., Albany, N. Y.—Granted CP new station 850 kc 10 kw unl. (DA-1) DA-DN.

Hearing Designated

WRUF Gainesville, Fla.—Designated for hearing application for CP to increase N power from 100 w to 5 kw DA-N, operating on 850 kc, and made WHDH Boston and WNAO Raleigh, N. C., parties to proceeding.

AM—850 kc

WKBZ Muskegon, Mich.—Granted CP change from 1490 kc to 850 kc, increase 250 w to 1 kw (DA-1) DA-DN. (Comr. Durr voting "no").

Modification of CP

WFLA Tampa, Fla.—Granted mod. CP make changes in DA subject to such action as may be necessary by Cuban protest.

Hearing Designated

WAAT Newark, N. J.—Designated for hearing application for CP increase 1 kw to 5 kw, make changes in DA-N and install new trans.; and made WEBR Buffalo party to proceeding.

Modification of CP

WEBR Buffalo, N. Y.—Granted mod. CP to make changes in DA (DA-1); engineering cond.

AM—970 kc

WICA Ashtabula, Ohio—Granted mod. CP make changes in DA-N, employ DA-D (DA-2) and change type trans.; engineering cond.

AM—620 kc

KWAL Wallace, Ida.—Granted CP change frequency from 1450 kc to 620 kc, increase 250 w to 1 kw unl. DA-N, change studio and trans. locations; engineering cond.

Commercial Assoc. Inc., Sioux City, Iowa—Granted CP new station 620 kc 1 kw DA-DN (DA-2) unl.

WHJB Greensburg, Pa.—Granted CP change hours operation and increase 250 w D to 500 w-N 1 kw-D unl., DA-DN (DA-2) and change trans. location, operating on 620 kc (Comr. Durr for hearing).

WKAQ San Juan, P. R.—Granted CP install DA-DN (DA-1) and change location of studio; engineering cond.

Hearing Designated

Triangle Bcstg. Assoc. Inc., Hackensack, N. J.—Designated for hearing application for new station 620 kc 250 w unl.; made Newark Bcstg. Corp., permittee for new station at Newark, N. J., party to proceeding.

AM—1440 kc

Napa Bcstg. Co., Napa, Calif.—Granted CP new station 1440 kc 500 w DA-DN (DA-1).

Hearing Designated

WROK Rockford, Ill.—Designated for hearing CP to change trans. site, increase height of vertical ant., and use new AM radiator as support for FM ant.

WBCM Bay City, Mich.—Designated for hearing CP to move trans. site and install new vertical radiator with FM ant. atop AM tower, increasing effective AM height from 168 ft. to 427 ft.

AM—1080 kc

Radio Santa Cruz, Santa Cruz, Calif.—Granted CP new station 1080 kc 250 w DA.

Petition Granted

S. E. Patterson, Topeka, Kan. and KVAK Atchison, Kan.—Granted petition requesting reconsideration of applications, remove from hearing docket and granted application for new station at Topeka on 1440 kc 5 kw unl. DA-DN, subject to condition that applicant file within 60 days application for mod. CP specifying 1 kw-N instead of 5 kw; further ordered that application for change of facilities of KVAK from 1450 to 1470 kc and increase power from 250 w to 1 kw DA-DN cond.; further ordered that this action granting both above applications is subject to condition that applicant, S. H. Patterson, divest himself of all interest in KVAK. Hearing previously scheduled on these cases is cancelled.

BY THE SECRETARY

WTIC Hartford, Conn.—Granted mod. CP to extend completion date to 6-15-47.

KPMO Pomona, Calif.—Granted mod. CP to change type trans. and extend completion date to 7-4-47.

WQAM Miami, Fla.—Granted mod. CP to extend completion date to 11-16-47.

KMBC Kansas City—Granted mod. CP to extend completion date to 10-19-47.

WGAP Maryville, Tenn.—Granted mod. CP to extend completion date to 60 days after grant and 180 days thereafter, respectively.

KSWI Council Bluffs, Iowa—Granted mod. CP change type trans., change trans. location, and studio location specified.

KLAC Los Angeles—Granted mod. CP change type trans. and approval of trans. location.

KVAN Vancouver, Wash.—Granted mod. CP change type trans. and type of towers.

WROD Daytona Beach, Fla.—Granted mod. CP for approval of ant., of trans. and studio locations and change type trans.

WEBJ Brewton, Ala.—Granted mod. CP extending completion date to 10-1-47.

WKMO Kokomo, Ind.—Granted CP install vertical ant. and mount FM ant. on top of AM tower.

WHBT Harriman, Tenn.—Granted mod. CP for approval of ant. and trans. location. Also granted mod. CP make changes in vertical ant.

WKLF Clanton, Ala.—Granted CP for approval of ant., change type trans., and approval of trans. location.

WOLF Syracuse, N. Y.—Granted mod. CP extending commencement and completion dates to 7-1-47 and 9-1-47 respectively.

WFPG Atlantic City, N. J.—Granted CP install new ant. and change trans. location.

WHIM Providence, R. I.—Granted mod. CP change type trans. and make changes in vertical ant.

WWON Woonsocket, R. I.—Granted CP install new trans.

WHAB Stroudsburg, Pa.—Granted mod. CP approving ant. and trans. location.

KAYX Waterloo, Iowa—Granted mod. CP make changes in vertical ant., and change trans. and studio locations.

WGAD Gadsden, Ala.—Granted mod. CP extending completion date to 5-21-47.

WKBZ Muskegon, Mich.—Granted mod. CP extending commencement and completion dates to 6-21-47 and 12-21-47.

KURV Edinburg, Tex.—Granted mod. CP approving ant., and trans. and studio locations and change type trans.

WMID Atlantic City, N. J.—Granted mod. CP approving ant., and trans. and studio location.

WSAN-FM Allentown, Pa.—Granted mod. CP extending completion date to 11-12-47.

WLVA-FM Lynchburg, Va.—Same to 6-17-47.

WMRC-FM Greenville, S. C.—Same to 6-12-47.

WESB-FM Bradford, Pa.—Same to 8-17-47.

April 29 Applications . . .

ACCEPTED FOR FILING

FM—Unassigned

Huntsville Bcstg. Co., Huntsville, Ala.—CP new FM station (class B) on fre-

(Continued on page 77)

EMULATING erstwhile WPA foreman is E. E. Stone, breaking ground for WJMX, Florence, S. C., new 5 kw daytime station of which he is president. Others in front row are (l to r): Mrs. Katherine Ward, traffic dept.; Mayor R. F. Zeigler of Florence; Mrs. Herman A. Smith Jr.; Congressman Johnnie McMillan; Mrs. Stuart Deabler, Commercial Dept. Second row, (l to r) P. G. Sewell, WJMX manager; Paul Luecke, chief engineer; Herman A. Smith Jr., secretary-treasurer; Paul H. Benson, vice president.

WHCU to Give Awards to Weekly Papers For Editorial Leadership, Civic Work

WHCU Ithaca, N. Y., will make three cash awards of $500 each to the weekly newspapers excelling in editorial leadership, in stimulating community action and in making overall improvements in their papers, Michael R. Hanna, general manager, announced on April 19.

Awards were announced at the conclusion of a dinner given by WHCU to the editors of the 74 weekly newspapers in 22 counties around Ithaca who cooperate with the station by supplying the raw material for *The Radio Edition of the Weekly Press*. Two days earlier this quarter-hour Sunday afternoon program had been awarded a special citation by the Peabody Awards Committee, which said that the program "has admirably linked together the editorial ability of 74 country editors in presenting material of social significance and interest."

Stating that radio and the big city press have to a large extent passed by the smaller communities, Mr. Hanna said that the editors of the country weeklies "represent democratic thinking at the grass-roots level." The weekly broadcast, he said, takes the words and ideas of these editors and gives them a wider audience, taking them into other communities who may profit by the exchange.

KENTUCKIANS AGAINST CHANGING BREAK RULE

STUDY of suggested changes in the FCC's station identification rules is being conducted by the executive committee of the Kentucky Broadcasters Assn., according to the association's secretary-treasurer, J. H. Callaway, WHAS Louisville. At its March 28-29 meeting the association went on record against any curtailment of the right to repeat call letters to listeners.

Resolution adopted unanimously by the association follows:

Whereas, the Kentucky Broadcasters Assn. believes it is essential to its members that the right to repeat their call letters to their listeners should not be impaired in any way that might cause them to suffer the loss of identity and

Whereas, the Kentucky Broadcasters Assn. further believes that any proposed regulation which might be used as a lever to regulate the members' usiness practices and thus reduce the members' gross income to a point that could affect their ability to continue a broadcast service of high quality to listeners would not be in the spirit of the American system of broadcasting,

Therefore, be it resolved that the Kentucky Broadcasters Assn. appoint its executive committee to investigate reports that the FCC plans revision of its station identification rule and take whatever action appears appropriate to make known to the Commission the attitude of the Kentucky Broadcasters Assn.

Markwell to DuMont

NORMAN M. MARKWELL, former account executive at J. D. Tarcher, New York, and at one time vice president in charge of marketing and plans of Paul Cornell Co., New York, now Geyer, Newell & Ganger, has been appointed sales promotion manager of Allen B. Du Mont Laboratories, New York.

OVER A MILLION FOR BASEBALL

Gillette's Six-Year Exclusive on Mutual

To Cost $1,245,000

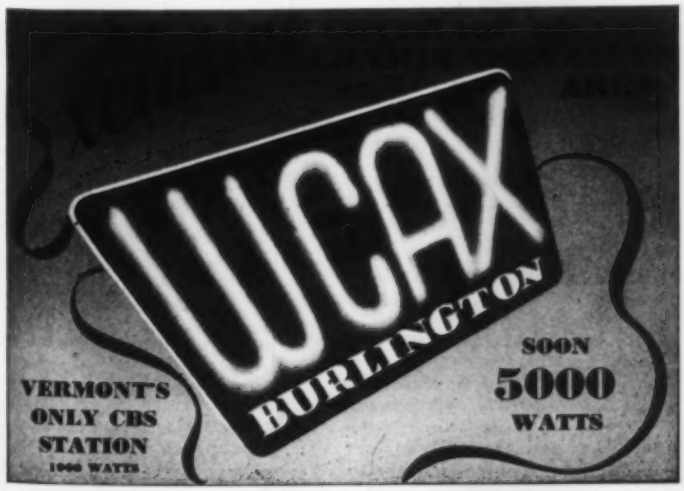
DISCLOSURE that the purchase price of radio rights to World's Series and All-Star games for six years amounted to $1,245,000 was made by A. B. (Happy) Chandler, baseball commissioner, April 25.

Mr. Chandler spoke at a dinner given by MBS in New York's Waldorf-Astoria hotel to celebrate the signing of contracts for World's Series and All Star Games through the 1951 season. The games will be sponsored by Gillette Safety Razor Co., through Maxon Inc., [BROADCASTING, April 28].

Mutual obtained rights to the 1946 through 1951 World's Series for a total of $950,000, Mr. Chandler said, and paid $290,000 for the rights to an equal number of All-Star games. A major portion of the $1,245,000 will be allocated to the baseball players' pension fund, Mr. Chandler reported.

He said that MBS had obtained rights only to radio broadcasts of the games and that television rights had not yet been negotiated.

NBC's cooperation with the American National Red Cross' 1947 fund appeal was cited in a letter received by Clarence L. Menser, NBC vice president in charge of programs, from Howard Bonham, Red Cross vice chairman.



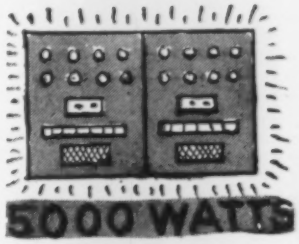
*SECOND . . .
in Share of
AFTERNOON
Audience With Only

WJHP	STA. A	STA. B	STA. C
22.2	20.3	21.5	36.0

*Hooper—Oct. '46-Feb. '47

WEEKDAY AFTERNOONS
MONDAY THRU FRIDAY

BUT NOW...
WE HAVE



MUTUAL
in Jacksonville, Florida

WJHP

REPRESENTED NATIONALLY
By
JOHN H. PERRY ASSOCIATES
NEW YORK CHICAGO
PHILADELPHIA
DETROIT ATLANTA

Accuses Radio 'Monopolists' of Trying To Put an End to All FM Broadcasting

A CHARGE that radio monopolists are trying to wipe out FM broadcasting was made last week by Eugene Konecky, former radio executive and author of the pamphlet *Monopoly Steals FM*, in a report prepared for distribution to labor leaders and heads of civic, fraternal, veteran and small business organizations attempting to obtain FM licenses and stations.

According to Mr. Konecky, "the radio monopolists who dominate the new FM system, and who are investing millions in it, believe they must destroy FM and are doing all they can to prepare to wipe it out." Stating that the economic basis essential for the growth of FM has been undermined, Mr. Konecky said that even in its dwarfed condition, "it is a potential threat to the radio monopoly and this explains why they seek to kill it."

Lashes Radio 'Trusts'

The radio trusts would "marry" FM for keeps, said the report, if it could be guaranteed that the FM system would never be expanded to 5,000 stations, because the networks could not control a system of that many stations, especially if the FCC would enforce the duopoly regulation which has been indefinitely suspended.

Among other reasons why the monopolists fear FM and wish to kill it, Mr. Konecky listed these: (1) the election of an FDR-type president, like Henry A. Wallace, and a Congress which would back him in 1948; (2) production of a low priced FM set through the cooperative efforts of labor unions, cooperatives, veteran, civic and small business groups; (3) development of a workable $10 FM converter which could be attached to any AM radio set.

CARIBBEAN VOICE
WAPA San Juan is Strong Force in Puerto Rico

"VOICE OF THE CARIBBEAN", Puerto Rico's WAPA, San Juan, is the subject of an enthusiastic article by Mary Hirschfeld in the *Cleveland Plain Dealer* of April 14.

Puerto Ricans are among the most radio conscious of people, according to Miss Hirschfeld, owning 100,000 receiving sets — as many as there are in Russia. WAPA was designed by RCA engineers and opened in mid-January as one of the most powerful stations in the Caribbean. ABC and MBS programs are carried and Lowell Thomas is said to be Puerto Rico's most popular commentator. However, as might be expected in this Latin land, the overwhelming preference is for musical programs.

WAPA is owned by Jose Ramon Quinones, who was educated at Union College and Albany Law School and is head of the Puerto Rican Farm Bureau.

FIRST HOLLYWOOD-originated script for ABC's *This Is Your FBI*, which switched from New York, is given a visual grilling by this West Coast quintet of "investigators" (l to r): Don Searle, ABC Western Division vice president; Arthur Carroll, western manager of Equitable Life Assurance Society, program sponsor; James Ellsworth, assistant agent in charge of Los Angeles FBI field division; Cecil Underwood, account executive of Warwick & Legler, agency servicing account, and Jerry Devine, owner-writer-producer of program.

Calls Work of CBS 'School of the Air' More Valuable Than That of UNESCO

"THE UNITED Nations Educational, Scientific and Cultural Organization activities in Paris consisted merely of verbiage and the exchange of sweet nothings," according to Rex C. Lambert, supervisor of educational broadcasts for the Canadian Broadcasting Corp.

Speaking at the annual meeting of the National Board of Consultants of Columbia's *American School of the Air* in New York last week, Mr. Lambert, who recently returned from a European investigation of UNESCO's program, complimented CBS on its *School of the Air*, which, he declared, "is doing a far more valuable job than UNESCO is likely to do for years to come." He said he would go into more detail on UNESCO in his report before the Institute for Education by Radio when that organization meets in Columbus, Ohio, May 2-5.

Endorsements of the program were also issued by educational leaders. James Macandrew, director of radio, New York Public Schools, said that a recent survey showed *School of the Air* programs being used in regular school work by 452 schools in New York. Speaking for CBS, Dr. Lyman Bryson, Professor of Education, Teachers College, Columbia U. and CBS Councillor on Public Affairs said, "We know we are taking a large children audience from the 'blood and thunder' shows carried on some other networks at this time. The move to the 5-5:30 p. m., period on the air has been amply justified."

COWAN APPOINTS FIVE NEW REPRESENTATIVES

THE appointment of five new sales representatives to the transcription division of Louis G. Cowan Inc., New York, has been announced by Robert S. Michels, head of that division. The new representatives are: James Gregory, former program director of WAGA Atlanta; Marvin A. Kempner, formerly with Mendelson Productions, New York; A. D. MacMorran, recently discharged from the U. S. Navy; Robert Sawyer, formerly on the staff of a Boston newspaper, and Edwin McCornack.

In addition to announcing the new representatives, Mr. Michels announced that negotiations had been completed with All-Canada Radio Facilities Ltd., for the sales rights to *Murder at Midnight* in Canada, and that a deal with Mendelson Productions had been made granting the Cowan office exclusive sales rights for *Joe McCarthy Speaks*, a five-minute sports series of baseball anecdotes featuring the former manager of the New York Yankees [BROADCASTING, April 14].

"IBCing you" . . . in INDIANAPOLIS

Amateurs' Emoting Has Hoosiers Voting—for WIBC

If there's a gleam of dramatic genius hidden away in a Hoosier home, odds are it will shine forth soon on the scintillating, new live-talent program, "WIBC Players." For a choice half-hour—8 to 8:30 every Saturday evening—an eager array of aspiring amateurs evokes the muses of comedy, mystery and drama . . . and the applause of the ever-growing WIBC audience. "WIBC Players" is written, played and produced by the Hoosier hopefuls themselves, under the experienced eye of WIBC Player-Producer Sydney Mason. For full information on this popular live-talent production—and how it can be made into a live-wire sales-builder for you—see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

WBTM
DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region
(SOON 5000 WATTS)
PHONE SANDY GUYER
DANVILLE 2350
** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly*
American Broadcasting Company

TBA's Antenna Plan Said to Be Rejected

Multiple Lead-ins or Dipoles Suggested for Apartments

DETAILS have been released on the Television Broadcasters Assn.'s interim plan for television antenna installations, which a fortnight ago was reported to have been officially disapproved by the New York City Real Estate Board.

No formal protest has been made yet by TBA, since there has been no official rejection received and there still remains the possibility that the Real Estate Board may recommend certain changes which will make the plan acceptable to them, according to a TBA spokesman. It is anticipated, however, that the plan will be turned down.

The plan, said TBA, was devised only as a temporary expedient until a master antenna system could be fully developed, one which could feed all receivers in any apartment house. And it was pointed out that at least three companies are working on such systems.

Under the terms of the interim plan, the landlord would agree to permit installation of as many conventional dipoles as are practical for his building, without impairing the appearance of his building or creating radiation between antennas.

The plan would require a television set owner in an apartment house to allow other owners of receivers to attach lead-ins on one or more of the dipoles erected on the building, provided it would not degrade, either visually or aurally, the images received on previously installed receivers.

Installers of receivers would be required to comply with all city and state regulations, codes and ordinances and landlords would be completely free of all liabilities. Tenants would also have to meet all requirements listed in an agreement drawn by legal advisers of the TBA.

CFRB Toronto, has been awarded a prize for 20 years of broadcasting "in the public interest" by Radio World, Montreal magazine.

A MITE OF MAGIC

Some radio stations seem to have a mystic power over the listeners. Others do not. It's that simple. WAIR is a selling station—the sort of station that keeps sales managers and time buyers happy.

WAIR

Winston-Salem, North Carolina
Representative: The Walker Company

WGR Hawkshaws

NEWS story broadcast by WGR Buffalo brought an immediate response the other day from two listeners — WGR Announcer Ralph Snyder and Engineer Wayne Chilson. The story quoted a police radio report about two stolen trucks. The WGR staffers recalled they had just seen two trucks answering the descriptions of the stolen vehicles. They relayed their information to Jack McLean in the WGR newsroom, who in turn notified police. The missing trucks were found and promptly restored to their owners.

WSCR SCRANTON ASKS FOR TRANSFER OF CP

APPLICATION for assignment of the construction permit for WSCR Scranton, Pa., from present partnership, Lackawanna Valley Radio, to Lackawanna Valley Broadcasting Co., a new corporation including present owners and several new parties, has been tendered for filing at FCC. The assignee corporation has loaned the assignor $20,000 to assist in financing construction of WSCR. This advance is based on unsecured notes which are to be cancelled upon approval of the transfer, application stated.

WSCR is assigned 1 kw daytime operation on 1000 kc. It was stated that the station expects to begin program tests about April 30.

The present co-partners are officers of the assignee:

Dahl W. Mack, president and 20% owner; James J. Doherty Sr., secretary-treasurer, 20%; Eugene L. Burke, vice president, 14%; Edmund C. and Gertrude E. Burke, parents of Eugene L. Burke, hold 3%; Paul J. and Robert E. Burke, brothers of Eugene L. Burke, along with their wives hold 2% and 1% respectively. This 6% interest is expected to be voted by Eugene L. Burke, application stated. His wife is daughter of Mr. Doherty. Michael F. and William F. Lawler hold 10% and 5% respectively. Others interested are Malcolm MacMillan, 10%; Joseph W. Dobbs, 10%, and Michael J. Eagen, 5%.

MOTOR INDUSTRY LAGS IN RADIO USE—HOOPER

"MY JOB is to measure, not to sell radio," C. E. Hooper, president of C. E. Hooper Inc., New York, told the Adcraft Club of Detroit April 18, "but I believe it is in order for me to point out that the motor men in this town haven't begun to learn how to capitalize on the opportunities for exploitation which radio presents.

"I know you are waiting for television so you can show a picture of the car," Mr. Hooper continued. "But in the meantime, honestly, the words 'a glistening convertible' bring to my mind a much more appealing picture than 'a crunchy corn flake,' even when I'm hungry, despite which radio sells corn flakes. I suggest all of you take another look at radio as a primary selling medium."

Ontario's Premier Drew Blasts CBC's Monopolistic Control of Canada Radio

CANADIAN BROADCASTING Corp. monopoly of Canadian network controls was criticized by Ontario Premier George Drew at the annual Radio Artists' Dinner and Ball at Toronto April 19. Premier Drew virtually threw a bombshell into the meeting when he said:

"I would be much less than frank if I did not say that all Canadian radio artists are entitled to particular commendation because of the unique handicap under which you carry on your very important work. The inescapable truth is that our radio artists cannot hope, under present conditions, to receive what is paid for similar services in the United States. The reason for that is not to be found entirely in the difference in population or wealth of the two countries. Until we have free, competitive commercial networks in Canada, our artists cannot hope for comparable results. I hope that when another gathering of this kind makes awards to Canadian radio artists next year, the shackles of monopolistic radio control will have been broken so that we may have competitive networks which will assure to Canadian artists a highly paid competitive field, and to Canadian producers of good entertainment an opportunity to export profitable radio programs to the United States."

Other speeches had been laudatory, and included remarks by Harry Sedgwick, CFRB Toronto, chairman of Canadian Assn. of Broadcasters; A. D. Dunton, CBC chairman of the board of governors, and E. L. Bushnell, CBC director-general of programs. Program was sponsored by *Radio World*, Montreal fan magazine.

Christian Radio School

SECOND Summer School of Christian Radio will be held July 14-25 at the Providence Bible Institute, Providence, R. I., under sponsorship of the World Radio Missionary Fellowship, which operates HCJB Quito, Ecuador. Pastors, radio preachers and program producers, missionaries and others interested in radio for evangelism, Bible teaching and missionary broadcasting are eligible to attend.

'Fortune' Articles

MAY issue of *Fortune* magazine includes three pieces pertinent to the radio industry: article on the upsurge of Sylvania Electric; profile of Charles E. Wilson, president of General Electric; feature story on Casco Products, the automobile and household electric appliance firm.

Service . . . Performance . . Results!

CHARLES T. STUART
PRESIDENT AND,
EXECUTIVE DIRECTOR

KFOR ★ STUART STATIONS ★ WDGY
KOIL

EXECUTIVE OFFICES,
STUART BUILDING,
LINCOLN, NEBRASKA

LINCOLN NEBRASKA — **KFOR** — 250 WATTS 1240 KC BASIC ABC
Represented by Edward Petry & Co. Inc. — Harry Peck—Station Manager

OMAHA CO. BLUFFS — **KOIL** — 5000 WATTS 1290 KC BASIC ABC
Represented by Edward Petry & Co. Inc. — W. J. Newens—Station Manager

MINNEAPOLIS ST. PAUL — **WDGY** — 5000 WATTS 1130 KC
Represented by Avery Knodel Inc. — Melvin Drake—Vice Pres. & Station Mgr.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.
Exclusive National Representatives

JOHN ELMER
President

GEORGE H. ROEDER
General Manager

BERGEN URGES CLOSER VIDEO-FILMS TIEUP

EDGAR BERGEN, president of the Academy of Television Arts & Sciences, stressed the importance of increased availability and use of films in television at a meeting of Independent Motion Picture Producers Assn. in Hollywood.

Mr. Bergen disclosed that RCA estimates this year's television audience at 2,000,000, with a tremendous increase by the end of 1948. With this in mind, he said, it was his belief that television producers should study the preview and trailer possibilities of the medium.

Dr. Ferenz Fodor, president of Audio Pictures Inc., reported his firm is now seeking James Petrillo's permission for the immediate release of a short subject to be released to video stations as well as moving picture houses. Dr. Fodor added that he is willing to serve as a "legal guinea pig" in any test case.

New Package Firm

HAMILTON-WHITNEY Productions Inc., new Los Angeles packagers and producers of transcribed shows, has been organized with headquarters at 435 S. La Cienega Blvd. Telephone is Bradshaw 2-2731. A. C. Gerchenson, Chicago and Los Angeles financier, is president, with W. A. Mather sales manager. He was formerly account executive of WNAC Boston. Frank K. Danzig is production manager with Earl Langhurst chief technician.

Tiger TV Games

WWDT, television station of the *Detroit News*, will bring to Detroit fans telecasts of the Tigers' home games twice a week starting the first week in June. Days on which the telecasts will be presented have not yet been determined, but the WWDT management reports that the play-by-play will be handled by Ty Tyson, sports editor of WWJ, the *News'* AM station.

Video Workshop

TELEVISION WORKSHOP, founded in New York in 1943 by Irwin A. Shane to produce television programs and as a training school for video programmers, has announced the establishment of the Television Workshop of Philadelphia, with Robert L. Jawer as executive director. Mr. Jawer studied television at the Workshop in New York, subsequently becoming traffic manager. Following the New York pattern, the Philadelphia Workshop plans to conduct a video training program, starting in September, in addition to producing programs for television stations in Philadelphia, Baltimore and Washington.

The Winning Time
is the Time You Buy on

WINR

BINGHAMTON, N. Y.

N.B.C. in the Triple Cities

HEADLEY-REED
National Representatives

PRODUCTION

ELMO ESRAEL ELLIS, former studio production manager at WSB Atlanta and recently writer-director of "We the People," has rejoined WSB as manager of script department.

JACK OGILVIE, former newscaster and news editor with WBNY Buffalo, N. Y., and **ROBERT O'DONNELL**, formerly with Buffalo Broadcasting Co., have joined announcing staff of WJTN Jamestown, N. Y.

WENDELL WILLIAMS, NBC Western network assistant program manager in charge of package sales, has resigned to enter talent agency field. Mr. Williams, with network for 13 years, formerly was continuity acceptance manager in Hollywood. He also was program manager of KPO San Francisco for two years, returning to Hollywood in present position last November.

Mr. Williams

JOE WORTHY, Hollywood actor-announcer, has joined KTAR Phoenix, as record m.c.

RAY PERRAULT has joined announcing staff of CJOR Vancouver, and **JOY SCOTT** has joined station's continuity department.

ED BRADY, former announcer with KOA Denver, has joined announcing staff of KPO San Francisco.

MARTIN BLOCK, record m.c. starting on KFWB Hollywood, June 2, has constructed special broadcasting studio adjacent to his Encino, Calif. home, to be utilized for his daily broadcasts.

ROBERT CHADDOCK, formerly with KOCY Oklahoma City, and **WALTER COLVIN**, formerly with KTOK that city, have joined announcing staff of KLPR Oklahoma City.

TOM DAVIDSON, formerly with KSAL Salina, Kan., has joined announcing staff of WCOA Pensacola, Fla.

ROBERT HOLMES, formerly with WHAI Greenfield, Mass., has joined announcing staff of WBEC Pittsfield, Mass.

LAWRENCE CONEY has been named program director of WHAI Greenfield, Mass. **DONALD TUTTLE**, formerly with WHYN Holyoke, has joined WHAI announcing staff.

ELLAMAE CASTEEL has been appointed director of women's programs for WKBN Youngstown, Ohio. **HAL GRAVES** has taken over supervision of music for station, and **CHICK LIND** has joined station's production department.

MARY SOMERVILLE, newly appointed BBC assistant controller of talks, arrived in New York April 25 for a month's visit, to Chicago, Minneapolis, Boston, Cleveland and other cities. Miss Somerville's purpose is to see something of education, public service and municipal broadcasting in America.

ED BLAIR, formerly with WDEF Chattanooga, Tenn. and WAGC that city, has joined announcing staff of WESC Greenville, S. C.

ARTHUR FORREST, NBC coordinator of promotion for managed and owned stations, is the father of a boy, Charles Hastings.

JOHN DUNKEL, former director of program writing for CBS Western division, has rejoined network as editor of network programs. He will serve under **ERNEST MARTIN**, director of network programs, supervising dramatic package show writing developed in Hollywood.

FREEMAN GOSDEN and **CHARLES CORRELL** (Amos 'n Andy) are now being represented by Music Corp. of America after 17 years with William Morris agency.

ARTHUR BROWN, formerly with WRJN Racine, Wis. and WOMT Manitowoc, Wis., has joined announcing staff of WISN Milwaukee.

PAUL GIBSON, commentator of WBBM Chicago, and **BOB CROFT**, of station's sales department, were invited by American Airlines to be guests on initial flight of new DC6 to New York, April 27.

ROSS WELLER, announcer at WHAM Rochester, N. Y., and Jane Hoercher were married April 19.

WILLIAM DRIPS, NBC director of agriculture, is making 2,000 mile airplane survey of soil resources in northwestern part of U. S. as guest of Friends of the Land, civic organization sponsoring trip.

TED BENTLEY, former announcer at KFSD San Diego and KFI Los Angeles, has joined KECA Hollywood, in similar capacity.

FORREST OWEN, producer of ABC "Lum 'n Abner" program, is the father of a girl.

RAY WALTON, director of public service programs at WIBG Philadelphia, is the father of a girl, Raylene. WIBG Announcer **ELWOOD STUTZ** also became a father in April.

WARREN MEAD, announcer with KGVO Missoula, Mont., is the father of a girl, Martha.

JACK PEARCE, producer at KYW Philadelphia, is the father of a girl, Paula.

BILL MELIA, program director of WWNC Asheville, N. C., has been awarded Navy Certificate of Appreciation for his work in Navy recruiting during war.

LOIS WURSTNER, formerly with WMRH Miami, Ohio, has been appointed education director of WHIO Dayton, replacing **DOROTHY ALLSUP**.

GENERAL ELECTRIC Co. is now publishing "Ham News," a DX Log for radio amateurs.

HAWAII'S FIRST STATION

KGU

NBC IN THE PACIFIC SINCE 1931

HONOLULU

Affiliated with THE HONOLULU ADVERTISER · Represented by THE KATZ AGENCY, INC.

WHEN RED RIVER overflowed in mid-April executives of KILO Grand Rapids, N. D., used station-operated plane to make aerial surveys and get birds-eye view of costly flood. L to r: Dick Anthony, director of news and special events; T. P. McElroy, commercial department; Elmer Hanson, commercial manager; Les Jolly, pilot; Ralph Herbert, program director; Arnold Petrich, chief engineer.

American Cable & Radio A Million in Red in 1946

IN SPITE of handling a record volume of traffic, operations of the American Cable & Radio Corp. for 1946 showed a consolidated loss of $1,099,798, before special tax credit, as compared to a net income of $1,615,894 in 1945, it was announced by Warren Lee Pierson, president, in the annual report to stockholders.

A refund of prior years' federal income taxes resulting from the net operating loss carry-back reduces the 1946 loss to $624,798. The drop, according to the annual report, was caused by two major rate reductions, greatly increased labor costs and a decline in non-transmission revenues.

The 1945 gross operating revenue of $19,342,461 declined to $18,629,112 in 1946, but operating expenses increased from $17,080,777 to $20,029,354.

KVOU on Air

KVOU Uvalde, Tex., new station on 1490 kc with 250 w fulltime, commenced broadcasting April 2. William T. Kemp, part owner and commercial manager, also is general manager of KVOP Plainview, Tex. W. J. Harpole, KVOP licensee, also is part owner of KVOU as is E. J. Harpole, general manager of the new outlet. John Holland is chief engineer. KVOU is Keystone affiliate.

Boys to Benefit

HARRY TURNER, chief announcer and music director of KGHL Billings, Mont., and former member of Ted Weems' and Boyd Raeburn's bands, is happy over the success of an oldtime minstrel show staged in Billings recently under his direction. The show, presented under auspices of the Billings Lions Club, raised more than $3,000, and as a result 250 underprivileged boys will be sent to camp in the mountains of Montana this summer.

KISS San Antonio Makes Survey of FM Receivers

HOWARD W. DAVIS, owner of KISS and KMAC San Antonio, Texas, reported that 2,954 FM receiving sets were in use in metropolitan San Antonio as of April 15.

This was determined by a survey made by KISS on the 15th of each month. Results of the survey also showed that 398 FM receivers were delivered in the San Antonio area between March 15 and April 15, and 366 during the previous month.

Figures on FM receivers sales are obtained from radio distributors in the San Antonio area.

On The Air

Atlanta's New **WBGE**

MIKE BENTON, *President*

MAURICE COLEMAN, *General Manager*

LIMITATION ON VIDEO CALLS IS POINTED OUT

EDITOR, BROADCASTING:

Suggestions that U.S. television stations be designated by "T" or "V" calls, instead of the present general U.S. Calls "W" and "K", are out of order, and would be resented by some eleven foreign countries presently assigned all calls beginning with "T" and "V", under international agreements.

C. E. Hooper, of C. E. Hooper Inc., who made the suggestion to the Television Institute recently, should know that all U.S. calls must start with "W" or "K", except certain Naval calls, utilizing "N", this country having been assigned those initial letters years ago. Mr. Hooper did say: "Assuming they ("T" and "V") have not been assigned to some foreign country." Mr. Hooper better stick to his audience analysis, and eschew assigning call letters or the Bureau of the Telecommunications Union at Berne will definitely object.

Mr. J. R. Poppele, President of Television Broadcaster Assn., and sometime with Bamberger, as well as a member of IRE, should not have pledged the support of his television organization to Mr. Hooper's unique plan; he also should know better than to buck the Telecommunications Union, which has been in charge of international regulations for years.

Carl H. Butman,
Radio Consultant,
Washington, D. C.

April 23, 1947.

Youths Make Radio Crime Gunmen Heroes: Bennett

JUVENILE LISTENERS tend to make heroes out of criminals on radio crime programs, according to a complaint by Federal Bureau of Prisons Director James V. Bennett.

He told a Cleveland panel on radio crime mysteries and juvenile delinquency that radio crime mysteries are increasing and "have a definite influence on delinquency tendencies of borderline children."

His assertion that during the critical listening hours, from 7 to 9 p.m. 21.9% of the time was taken by crime programs was challenged by Howard Barton, promotion manager of WTAM. Mr. Barton said a recent check by his station showed that of 1,610 programs broadcast by Cleveland's four radio stations only 51 or approximately 3%, were crimes and mysteries.

Start FM Broadcasts

WNLC, New London, Conn., FM began operation April 28. The FM broadcasts are presented daily 3-9 p.m. on 97.9 mc. WNLC, also affiliated with the Yankee Network and Connecticut State Network, is operated by Thames Broadcasting Corp.

EXPANDING COVERAGE

for

EXPANDING MID-AMERICA

KCMO

Basic ABC for Mid-America

KANSAS CITY, MO.

SELL EASTERN NORTH CAROLINA

WRRF . WRRZ

5000 WATTS, 930 KC, WASHINGTON, N. C. | 1000 WATTS, 880 KC, CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for $245,459,006. The 135,510 radio sets in this 31-county area with 922,353 population stay tuned to WRRF and WRRZ. These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

PROMOTION

CONTEST for best predictions as to outcome of American, National and Texas baseball leagues is being conducted by WKY Oklahoma City through "Pat Ryan, Sports" program heard on station Mon.-Fri. 10:30 p.m. Listeners are invited to select teams that will be leading in the three leagues as of June 1; estimate percentages of leading team in each league as of that date; and state in 50 words or less reason for their selections. Tickets to Oklahoma A&M College football games will be awarded as prizes of contest which closes in two weeks.

'Kilowatt Kuties'

GIRLS basketball team composed of members of staff of WGKV Charleston, W. Va. is novel promotion scheme devised by station. Team known as "Kilowatt Kuties" was entered in Girls City Basketball League. Girls were fitted out in bright green uniforms with lettering "WGKV NBC Affiliate, Charleston, W. Va." on back of jackets. Schedules were drawn up, and WGKV issued pamphlet to all their national and local sponsors, presenting "New Constellation in Charleston Parade of Stars." Games resulted in publicity for station and team, which won several awards in League. Station is now planning for softball team.

Pie Judging

CONTEST for pie judging was conducted April 21 by "Homemakers' Gift Shop Program" of WGAY Silver Spring, Md., for benefit of patients in Walter Reed Army Medical Center in Washington. Station arranged with Red Cross at hospital to develop full afternoon entertainment program in connection with contest. Five GI patients were selected as judges. More than 100 apple pies were delivered to hospital from WGAY listeners and after judging, cuts of pies were served to patients and guests. Highlights of contest, winners and judges were interviewed in special broadcast over WGAY.

Home Planner

FOUR-PAGE, two-color folder featuring "Kitchen of the Air" program, heard on WFBM Indianapolis, has been prepared and issued by Katz Agency, New York. Titled "Home Planner for Hoosier Housewives," cover of folder consists of illustration of a house superimposed on map drawing of state of Indiana. Review of format, sponsor list and time buying facts of this 13-year old WFBM program are included in folder in addition to portrait of Mrs. Rose Lee Farrell, conductor of "Kitchen of the Air."

Children's Aid Campaign

SPECIALIZED campaign, in cooperation with midwest office of Save the Children Federation, has been started by WBBM Chicago, to provide food and clothing for 25 children of Finland. Listeners are requested by daily announcements to sponsor care of one child, with federation providing details of children's personal histories. Correspondence with child sponsored is encouraged.

School Posters

COLOR POSTER done in spring colors and designed for school bulletin boards, is being distributed by WPEN Philadelphia, for its in-school listening program, "The WPEN Sports School." Studio shots of guest sports stars who have appeared on program are set on poster in montage fashion, with box listing future guest stars who appear during month.

Ad Brochure

BROCHURE titled "The Free Ride is Over—Where do You Go From Here?" has been issued by Hoot Adv., New York. Directed to those industries known as "war babies" and to manufacturers and distributors who have had no planned-advertising to establish their products, booklet advocates that the only possible way for "moderate and small-size business" to share in increased dollar markets . . . is "through intensified and imaginative advertising presentations in all media. . ."

Spark Sales

REPRODUCTION of cover of April issue of Fortune magazine comprises front of promotion folder being distributed by Westinghouse Radio Stations Inc., licensee of WBZ WBZA KDKA WOWO KEX KYW. Reprint from advertisement in Fortune is presented as suggestion "to spark sales in the buyers' market." Back of folder features six "sparks" representing the six Westinghouse stations, as "six markets with millions of buyers."

Sylvania Campaign

INTENSIVE national consumer advertising campaign to promote good-will for radio service men and stimulate sales of replacement tubes for home radios has been started by Sylvania Electric Products Inc., Radio Tube Div., New York. Ads will appear until end of this year in Collier's, Life and Saturday Evening Post. Agency is Newell-Emmett Co., New York.

WTNB Report

PROMOTION sheet headed "120 accounts in 120 days" has been released by WTNB Birmingham, Ala. Report sheet states that an average of more than one new account each day was added during WTNB's first 120 days of operation—"proof of how well WTNB delivers profitable results for local merchants. . ." Attached to report sheet is booklet giving statistical data on Birmingham's growth and industry.

Advisory Council

STATION Advisory Council, aimed at getting cross-section opinions on program policies and operations, has been formed by WGH Newport News-Norfolk, Va. Membership is comprised of wage-earner and salaried, representing civic groups, schools, churches, business, fraternal and housewives organizations. Identity of the approximately 50 members remains secret and all transactions are by mail.

Penny Tip

THROW-AWAY promotion piece used during San Antonio's Fiesta parades by KABC that city, consisted of small card with penny glued in center. Copy on card was headed; "A Good Tip, 'Podner,' Listen to These KABC Programs," illustrated in western motif of parades. Listing of programs aired on station by Sommers Drug Chain, San Antonio, was presented on the card. Five thousand pieces were thrown from Sommers' float to crowd that lined five-mile route of parade.

'Miss WOV'

WOV New York will be a representative for Miss New York City pageant of annual Atlantic City "Miss America Pageant." Station began broadcasting contest announcements May 1 on several daily WOV programs, searching for "Miss WOV-Fifth Avenue" and "Miss WOV-New Jersey."

Agency Show

ANNOUNCEMENT of sponsorship of "Moon Dreams" program on KGFJ Los Angeles, has been made by John F. Whitehead & Assoc., that city, in brochure being distributed by agency. "An advertising agency accepts the challenge posed by Hucksters, et al," the brochure states. "We believe there is a need today for a clearer understanding of the important position advertising maintains in the national economy," it continues. "Moon Dreams" is aired on KGFJ Mon.-Fri. 9:45 p.m.

Facts on FM

SIMPLE FACTS about FM broadcasting are presented in leaflet being distributed by WTCN and WTCN-FM Minneapolis. Six questions and answers regarding FM are featured in leaflet, with cover composed of picture and comments of Dimitri Mitropoulos, conductor of Minneapolis Symphony Orchestra. Station has distributed leaflets to some 30,000 listeners and also has furnished radio receiver distributors with lists of requestees for follow-up.

New—KBYE

ANNOUNCING the opening of new station, KBYE Oklahoma City, which started broadcasting April 22, folder proclaiming station as "Oklahoma's Best Radio Buy" has been issued to the trade. Folder describes KBYE as "Combining the Best in Radio—News and Music," and gives information on coverage, rates and availabilities.

Station Lobby Display

CUT-OUT caricatures of KVOO and NBC personalities are featured in lobby display set up at KVOO Tulsa. Display is in form of a three-foot wide panel extending halfway around reception lobby and is in five colors on light wood background. Nineteen caricatures may be used at once and they are so constructed that they may be removed and others inserted in their places.

Video Shows

FIVE regular daily television shows will be staged in special theatre at Mid-America Exposition in Cleveland, May 22-31. RCA-Victor will handle the telecasts which will enable visitors to see studio as well as view performance on television screens. Plans also are being made to televise exhibits throughout Exposition.

Sales Success

TRACKMAN "breaking the tap" is pictured on promotion sheet being distributed to the trade by KCKN Kansas City. Sheet is headed "You'll 'Sprint' to Sales Success in Greater Kansas City . . . When You Hire KCKN." Emphasizing station's sales effectiveness, promotion sheet points out that ". . . through KCKN you'll take the quickest way to the winning line in this in-the-money market."

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

Mutual Broadcasting System

MBS BMB

Promotion Entry of CBS Art Club Award Winner

CBS SALES Promotion and Advertising Dept. was given the Art Directors Club Award for the best promotion booklet submitted in the advertisement design classification of the organization's annual competition at a luncheon held April 24 at the Waldorf-Astoria Hotel, New York.

The winning CBS entry entitled "Get Set" deals with *The Blandwagon*, a local participation comedy program heard on KMOX, CBS station in St. Louis. The booklet was designed under the direction of William Golden, CBS art director, and his assistant, Irving Miller. The art work was by Fred Siebel. Jack Cowden is director of promotion service for CBS stations and David Frederick is CBS director of sales promotion and advertising.

Better Living Show

SECOND ANNUAL Exposition for Better Living sponsored by WNHC New Haven, Conn., [BROADCASTING, July 15, 1946], will be held May 25-31 in the New Haven Arena. Exhibits will pertain to the financing, modernizing, construction, equipping, heating, painting, furnishing and landscaping of the home. WNHC has announced that it again plans to construct a broadcasting booth at the rear of the exposition hall from which it will air live programs featuring New Haven artists and orchestras and many of the programs which ordinarily originate in the WNHC studios. A total of 50,084 persons visited WNHC's first Better Living exposition a year ago.

KSRO Consolidates

GENERAL Manager Eddie Handley of KSRO Santa Rosa, Cal., has announced discontinuance of the station's Vallejo studios effective April 26.

FCC Actions

(Continued from page 70)

Applications Cont.:

quency to be assigned by FCC and ERP of 1.2 kw.

Modification of CP

WKNB-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of completion date.

FM—Unassigned

Cinnco Bcstg. Co., Cincinnati—CP new FM station (class B) on frequency to be assigned by FCC and ERP of 16.2 kw.

Modification of CP

WSAV-FM Savannah, Ga.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

AM—1140 kc

KGEM Boise, Ida.—CP change from 1340 kc to 1140 kc, increase 250 w to 10 kw, install DA-N, change type trans. and change trans. location. AMENDED to change DA.

Modification of CP

WSMB-FM New Orleans—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WJLK Asbury Park, N. J.—Mod. CP which authorized new FM station, for extension of completion date.

KGFF Shawnee, Okla.—Mod. CP which authorized new FM station, to change frequency to "To be specified by FCC", change trans. site; ERP to 8.8 kw, make changes in ant. and change commencement and completion dates.

AM—1360 kc

WPPA Pottsville, Pa.—CP change hours from D to unl., increase 500 w D to 1 kw-DN, make changes in trans. equipment and install DA-N. AMENDED to change power from 1 kw to 500 w-N 1 kw-D and make changes in DA-N.

Modification of CP

WPIC-FM Sharon, Pa.—Mod. CP which authorized new FM station, to change type trans.; ERP to 26 kw; make changes in ant. and change commencement and completion dates.

KPRC-FM Houston, Tex.—Mod. CP, as mod., which authorized new FM station, to change trans. site; ERP to 57 kw, ant. height above average terrain to 317 ft.; make changes in ant. system and change commencement and completion dates.

TENDERED FOR FILING

Transfer of Control

WJBO-WBRL Baton Rouge, La.—Consent to transfer of control of stock of licensee of WJBO and FM station WBRL from Estate of Charles P. Manship Sr. to testamentary executrix of his estate, Leora D. Manship.

AM—1490 kc

WLOE Leaksville, N. C.—CP increase 100 w to 250 w, operating unl. on 1490 kc.

April 30 Decisions . . .

BY COMMISSION EN BANC

Granted CPs 9 new standard stations. Authorized assignment changes to 13 stations. See story page xx. Conditionally granted 9 Class B and one Class A FM stations. See story page xx.

AM—1400 kc

WRRN Warren, Ohio—Granted mod. CP specify change in DA-N to better protect co-channel station CHNO Sudbury, Ont.

Hearing Designated

KFDA Amarillo, Tex.—Designated for hearing application to change from 1230 to 1440 kc, increase 250 w to 1 kw-N 5 kw-LS, change site, install new trans. and erect new DA-N utilizing facilities relinquished by KGNC.

Gila Bcstg. Co., Winslow, Ariz.—Designated for hearing application for new station 1580 kc 1 kw (DA-1) unl.

KCMO Kansas City and WKAT Miami Beach, Fla.—Designated for consolidated hearing with applications of KGO, Denver Bcstg. Co. and WGY, applications of KCMO for mod. CP change from 810 kc 10 kw-N 50 kw-LS unl. DA-N to 810 kc 50 kw unl. and change DA, and application of WKAT to change from 1360 kc 1 kw-N 5 kw-LS unl. to 810 kc 50 kw unl. DA-N; ordered that WGY Schenectady be made party to proceeding.

License Renewal

WBLK Parkersburg, W. Va.—Granted renewal of license for period ending Aug. 1, 1947.

WAAT (and aux.) Newark, N. J.—Granted renewal of license for period ending May 1, 1950.

WJAR (and aux.) Providence, R. I.—Same.

WLOU Detroit, Mich.—Granted renewal of license for period ending May 1, 1948.

WsXMV Miami Valley Bcstg. Corp., Dayton, Ohio—Same.

W9XJD WJJD Inc., Chicago—Same.

License Extension

W9XHZ Sarkes Tarzian, Bloomington, Ind.—Present developmental station license extended for period of three months.

Licenses for following developmental stations were extended upon temporary basis for period ending July 1: W9XEK W8XFM W1XHR W9XLA W10XF W9XJN W4XCT W10XR W9XLZ KHJ-FM WNBC-FM.

License Renewal

Following FM stations were granted renewal of licenses for period ending May 1, 1948: WMLL-FM KOZY-FM WNBF-FM WDUL-FM WEFM-FM WGYN-FM WENA-FM WTIC-FM.

License Extension

WMGM-FM New York—Present license extended on temporary basis for period of 60 days pending receipt of additional information regarding program plans.

Hearing Designated

Following cases were designated for hearing:

KFRE Fresno, Calif.—CP change from 1340 kc 250 w unl. to 970 kc 1 kw (DA-1), unl., with KTRC Visalia, Calif.

United Bcstg. Corp., (formerly Richard J. Cook), Pittsburgh—CP new station 1470 kc 5 kw unl. DA, in consolidated proceeding with application of Western Pa. Bcstg. Corp. and E. Liverpool Bcstg. Co.; ordered that WSAN Allentown, KPLC Lake Charles, La., and KRIC Beaumont, Tex., be made parties to proceeding.

Dalrad Assoc., Dalhart, Tex.—CP new station 1410 kc 250 w unl.

KERN Bakersfield, Calif.—CP increase power from 1 to 5 kw, install new trans. and DA-N, on 1410 kc.

The Montana Network, Billings, Mont.—CP new station 1550 kc 1 kw-N 5 kw-LS unl.

WLOA Braddock, Pa.—Mod. CP increase power and hours operation from 1 kw D to 5 kw unl. DA-N, on 1550 kc.

WSIV Pekin, Ill.—Mod. CP change from 1140 to 1150 kc, power and time from 1 kw D to 500 w-N 1 kw-D DA-N and made WJBO party to proceeding.

KRKD Los Angeles—Mod. license to increase 1 kw-N to 2½ kw-N on 1150 kc 5 kw-LS, S-KFSG.

Hearing Designated

Woodward Bcstg. Co. and Lincoln Bcstg. Co., Detroit, Mich.—Designated for hearing in consolidated proceeding application of Woodward Bcstg. Co. with application of Lincoln Bcstg. Co., both requesting class B FM stations.

Application Dismissed

WOKO Inc., Albany, N. Y.—Dismissed application requesting new class B FM station since it appears that hearing on qualifications of WOKO Inc. to own and operate FM station would serve no useful purpose.

Pryor Dillard, Raymondville, Tex.—Dismissed, for failure to prosecute, application for new FM station.

Placed in Pending File

Following FM applications were placed in pending file for reasons stated:

King-Trendle Bcstg. Corp., Grand Rapids, Mich.—FM application; until consummation of transfer authorized.

Liberty Bcstg. Co., Grand Rapids, Mich.—Same.

Kanawha Valley Bcstg. Co., Charleston, W. Va.—FM application; until final decision re transfer of control of WKGV.

Unity Corp., Erie, Pa.—FM application; until final decision in either Springfield or Mansfield hearing.

Fountain of Youth Bcstg. Co., St. Augustine, Fla.—FM application; until final action on transfer of control of WFOY.

Miss. Valley Bcstg. Co., East St. Louis, Ill.—FM application; until final action on assignment of license of WTMV.

May 1 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

Announced proposed decision looking towards grant of application of Allentown Bcstg. Corp. for new station Allentown, Pa. 1230 kc 250 w unl. cond.; and denial of applications of Easton Pub. Co., Easton, Pa., and Steel City Bcstg. Co. of Bethlehem, Pa. Inc., Allentown, Pa., seeking same facilities, and application of Associated Bcstrs. Inc. to change frequency of WEST Easton, Pa., from 1400 kc to 1230 kc, with 250 w unl.

Announced adoption of order granting petition of Midwest Bcstg. Co. to amend application for new station at Milwaukee to specify ant. pattern designed to reduce interference to existing stations; further ordered that application as amended be granted; 1250 kc 5 kw unl. DA, cond. Dismissed as moot petition to enlarge issues and reopen record. At same time Commission granted application of WREN Bcstg. Co. Inc. for CP to move WREN from Lawrence to Topeka, Kan., to operate there on presently assigned 1250 kc 5 kw D, and to increase N power from 1 kw to 5 kw, DA-N; S-KFKU cond.

Ordered oral argument May 6 on following proposed decisions: Gulf Bcstg. Co., Burton Bcstg. Co., Mobile Bcstg. Co., WJPS Inc., Tri-State Bcstg. Corp., Bay State Beacon Inc., Cur-Nan Co., Plymouth County Bcstg. Co., Central Bcstg. Co., Texas Star Bcstg. Co., Lubbock County Bcstg. Co., Veterans Bcstg. Co., Plains Radio Bcstg. Co., Abilene Bcstg. Co., Citizens Bcstg. Co.

BY COMMISSION EN BANC

Hearing Designated

KXRO Aberdeen, Wash.—Designated for hearing CP to change from 1340 to 1320 kc, increase 250 w to 1 kw unl. DA-N, and install new trans.

Hearing Designated

Metropolitan Houston Bcstg. Co., Houston, Tex.—Designated for hearing application for CP new station 1060 kc 1 kw-N 5 kw-D DA-DN.

WWBZ Vineland, N. J., and WPPA Pottsville, Pa.—Designated for hearing in consolidated proceeding application of WWBZ to change hours from D to unl., and install DA-N operating on 1360 kc, with application of WPPA change hours from D to unl., increase 500 w to 1 kw, make changes in trans. and install DA-N, operating on 1360 kc.

Hearing Designated

Radio Modesto Inc., Modesto, and KYOS Merced, Calif.—Designated for hearing in consolidated proceeding application of Radio Modesto Inc. for new station 1360 kc 1 kw unl. DA; and application of KYOS to change from 1490 kc with 250 w unl. to 1360 kc 1 kw unl., install new trans. and DA-N.

BY THE COMMISSION

Assignment of License

WDAR Savannah, Ga.—Granted assignment of license from A. C. Neff to WDAR Inc. (Neff to own 90% of issued and outstanding common voting stock); consideration $29,810.

WDEV Waterbury, Vt.—Granted assignment of license from Lloyd E. Squier, surviving partner of Lloyd E. Squier and Wm. G. Ricker, partnership d/b as Radio Station WDEV, and Ernest C. Perkins, executor of estate of Wm. G. Ricker, deceased, to Lloyd E. Squier, individually, for $35,000.

Assignment of CP

WHLI and WHNY Hempstead, N. Y.—Granted assignment of CP for WHLI (AM) and conditional permit for WHNY (FM), from Elias Godofsky to FM Bcstg. Corp., New York corporation in which Godofsky will own all issued and outstanding common voting stock.

WHAL Shelbyville, Tenn.—Granted assignment of license of WHAL (AM) from Shelbyville Bcstg. Co., partnership, to Shelbyville Bcstg. Co., new partnership, consisting of J. O. Fly Sr., George F. Fly and Harvard P. Smith, by purchase from retiring partner, Robert W. Rounsaville, of his one-fourth interest for $15,000. (Comr. Durr for hearing).

WKAT Miami Beach, Fla.—Granted assignment of license of WKAT (AM) WKAT-FM and relay WAFK from A. Frank Katzentine to WKAT Inc., corporation instead of individual. No money.

FM Conditional Grant

The WREN Bcstg. Co. Inc., Topeka, Kan. Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Add Docket

Announced proposed decision looking toward grant of application of Community Bcstg. Corp. for new station at Fort Wayne, Ind., 1450 kc 250 w unl., and denial of applications of Homer Rodeheaver and Radio Fort Wayne Inc. each seeking same facilities. (Comrs. Denny and Jett favor grant to Radio Fort Wayne Inc. because its stockholders have had experience in radio, will take active part in day to day operation of station and because they are residents of Fort Wayne and more closely identified with community than are Feldmans, who own 90% of Community Bcstg. Corp.).

(Continued on page 78)

"Gateway To Southern Industry"
WRNL
RICHMOND
Strategically located at the crossroads of North-South commerce, the Richmond Market offers to the radio advertiser a rich field for enterprising business. Here your WRNL advertising attracts the:
MARKET: $276,519,000 spent annually in the wholesale market.
PEOPLE: 959,711 in the immediate trade area.
INCOME: $746,000,000 yearly family earnings.
WRNL 5000 WATTS
RICHMOND, VA.
NIGHT & DAY
910 KC
EDWARD PETRY & CO., INC., NATIONAL REPRESENTATIVES

WDUZ
GREEN BAY, WIS.
BEN LAIRD PRES.

THE QUALITY STATION

COMPLETE METROPOLITAN COVERAGE DAY and NIGHT

WRITE TO
National Representatives
HOWARD WILSON CO.

KMBC FM KMBC

PIONEERING IN KANSAS CITY
SINCE 1942
—
NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

FCC Actions

(Continued from page 77)

Petition Granted

Wichtex Bcstg. Co., Wichita Falls, Tex. and KTOK Oklahoma City, Okla.—Adopted decision and order granting petitions of Wichtex Bcstg. Co. to sever application from consolidated proceeding with KTOK, and granted said application of Wichtex for new station 990 kc 5 kw-D 1 kw-N DA-N; granted petition of KTOK to grant without further hearing its application and removed said application from hearing docket and granted CP change from 1400 kc 250 w unl. to 1000 kc 5 kw-D 1 kw-N, install DA-N; conditions re interference. Denied petition of Eastern Oklahoma Bcstg. Corp. requesting (1) that its application for new station be designated for hearing in above proceeding, or (2) if above applications are granted, then applicants be required to install appropriate DA.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted petition to reconsider, removed from hearing docket, and granted application for new station 1260 kc 1 kw unl. DA.

Application Denied

Kenneth O. Tinkham, San Fernando, Calif.—Removed from hearing docket and denied application (requesting same facilities as above applicant) as in default for want of prosecution.

Petition Granted

KGCU Mandan, N. D.—Granted in part petition to increase power from 250 w unl. to 250 w N, 1 kw-LS unl. operating on 1270 kc.

Designated for Hearing

Following applications were designated for hearing:

KFEQ St. Joseph, Mo.—Granted petition of World Pub. Co. (KOWH) to designate for hearing application of KFEQ for CP increase D power from 5 kw to 10 kw, install new trans. and ordered that stations KOWH WMAQ KGGF be made parties to proceeding.

KCOR San Antonio, Tex.—Designated for hearing application to change hours operation from D to unl., increase 1 kw to 5 kw, install new trans. and DA-DN and change trans. location, operating on 1350 kc.

KUOA Siloam Springs, Ark.—Designated for hearing application change facilities from 1290 kc 5 kw D only to 500 w-N 5 kw-LS unl. DA-N, and install new ant.; ordered that KOIL WIRL KRGV be made parties to proceeding.

KRGV Weslaco, Tex.—Designated for hearing application to increase power from 1 kw unl. on 1290 kc to 5 kw unl.; install DA-DN (DA-1) and make changes in trans. and studio locations and equipment.

KYOR San Diego and KHUB Watsonville, Calif.—Designated for hearing in consolidated proceeding application of KYOR to increase power of KYOR operating on 1130 kc from 250 w to 5 kw, extend operating time to unl. and install DA, with application of KHUB for 1130 kc 5 kw unl. DA.

WDGY Minneapolis and WCAR Detroit—Designated for hearing in consolidated proceeding application of WDGY for 1130 kc 50 kw unl. DA and application of WCAR for 1130 kc 50 kw unl. DA; made WNEW New York party to proceeding.

KOPR Butte, Mont.; KIFI Idaho Falls, Ida., and Treasure State Bcstg. Co. Inc., Butte, Mont.—Designated for consolidated hearing application of KOPR to change from 550 kc to 580 kc and make changes in DA-N, with application of KIFI to change from 1400 kc to 550 kc, power from 250 w to 1 kw, install new trans. and DA-N, change trans. location, and application of Treasure State Bestg. Co. Inc. for new station 610 kc 1 kw unl. DA-N. (Comrs. Denny and Wakefield voting to grant).

Lincoln Bcstg. Corp., Lincoln, Neb.—Designated for hearing application for new station 1480 kc 1 kw DA-2 unl.

KORE Eugene, Ore.—Designated for hearing application to change from 1450 to 1460 kc, power from 250 w to 1 kw unl., install new trans. and DA-DN and change trans. location.

WJPF Herrin, Ill.; WELO Tupelo, Miss., and WLAY Muscle Shoals, Ala.—Designated for consolidated hearing application of WJPF to change from 1340 kc 250 w unl. to 1460 kc 1 kw DA-N unl. with application of WELO to change from 1490 kc 250 w unl. to 1460 kc 500 w-N 1 kw-LS unl. and application of WLAY to change from 1450 kc 250 w unl. to 1460 kc 1 kw DA-N unl.

Eugene Bcstrs. Inc., Eugene, Ore.—Designated for hearing application for new station 1280 kc 1 kw unl. DA.

KLX Oakland, Calif.—Designated for hearing application to increase power of KLX operating unl. on 910 kc from 1 kw to 5 kw, change trans. site and install new trans. and DA; made KALL, Salt Lake City party to proceeding.

KJAN Bcstg. Co. Inc., Opelousas, La.—Designated for hearing application for new station 910 kc 1 kw unl. DA-N.

Miami Bcstg. Co., Miami, Okla.—Designated for hearing application for new station 910 kc 1 kw unl. DA.

Tri-County Bcstg. Co., Luling, Tex.—Designated for hearing application for new station 1420 kc 1 kw DA-N unl.

County Bcstrs., Eustis, Fla.—Designated for hearing application for new station 790 kc 1 kw DA unl.

WHOO Orlando, Fla.—Designated for hearing application to change DA-DN to DA-N.

Eastern Okla. Bcstg. Corp., Muskogee, Okla.—Designated for hearing application for new station 990 kc 1 kw DA-N unl.

KUBA Yuba City, Calif.—Designated for hearing application to change type trans., install DA and change trans. and studio locations.

Model City Bcstg. Co. Inc., Anniston, Ala.—Designated for hearing application for new station 1390 kc 1 kw unl. DA.

Frank M. Helm, Modesto and Albert Alvin Almada, Sacramento, Calif.—Designated for consolidated hearing application of Frank M. Helm for new station 1390 kc 1 kw DA-N with application of Albert Alvin Almada 1390 kc 1 kw unl. DA.

WLAN Lancaster, Pa. and WEAM Arlington County, Va.—Designated for consolidated hearing application of WLAN change from 1320 to 1390 kc, hours from D to unl., install DA and change trans. location, with application of WEAM to change hours from D to unl., power from 1 kw to 5 kw, install new trans. and DA.

WFMJ Youngstown, Ohio.—Designated for hearing application for approval of DA and change type trans.

KPSC Phoenix, Ariz.—Designated for hearing application to change from 1450 to 1270 kc, power from 250 w to 5 kw unl., install new trans. and DA-N and change trans. location.

KCOK Tulare, Calif.—Designated for hearing application to change from 1240 to 1270 kc, power from 250 w to 1 kw unl., install new trans. and DA-N.

WDUK Durham, N. C.—Designated for hearing aplication to change from 1310 to 1270 kc, hours from D to unl. and increase N power to 500 w, using 1 kw-DA.

KIDO Boise, Ida. and KRKO Everett, Wash.—Designated for hearing in consolidated proceeding application of KIDO for 1380 kc 5 kw DA-1 unl. with application of KRKO for 1380 kc 1 kw DA unl.

KYUM Yuma, Ariz.—Designated for hearing application to change from 240 to 560 kc, power from 250 w to 1 kw unl., install new trans. and DA-N.

KWTO Springfield, Mo.—Designated for hearing CP increase N power from 1 kw to 5 kw and make changes in DA-N.

WAAF Chicago—Designated for hearing CP change hours operation from D to unl., power from 1 kw to 5 kw D 1 kw-N, install new trans. and DA and change trans. location.

Petition Denied

WERC Erie, Pa.—Denied petition requesting that its application for change of facilities to 1330 kc 5 kw DA-N be designated for consolidated hearing with application of Community Service Bcstg. Co., for new station 1330 kc 5 kw unl. DA, at Erie, Pa., and ordered that application of WERC be referred to pending files pursuant to temporary expediting procedure of Jan. 8.

KANS Wichita, Kan.—Denied petition for waiver of hearing in re application to change to 1480 kc 1 kw-N 5 kw-LS DA-N.

Plan to Standardize Equipment Stressed

STANDARDIZATION of internationally used radio equipment was closer to being realized as a result of the International Meeting on Marine Radio Aids to Navigation attended by representatives of 29 nations at New York's Hotel Roosevelt last week.

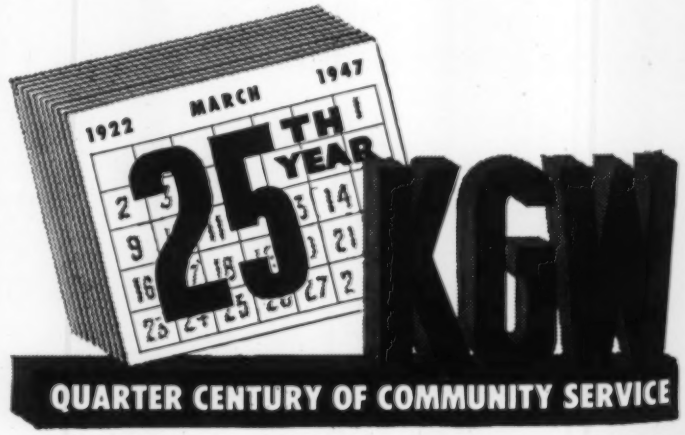
From Monday to Friday the delegates discussed navigation problems and examined equipment recently put on the market by American electronic manufacturers. On Saturday the meeting shifted to New London, Conn., for demonstrations of new devices.

FCC Commissioner E. K. Jett outlined the frequency service allocations being proposed by the U. S. to the International Telecommunications Conference for the maritime navigational service and advocated joint use of facilities by marine and aviation services wherever practicable. Commissioner Jett stressed the necessity for world standardization of navigational systems and frequencies because ships and aircraft cannot carry the equipment required to obtain service from a multiplicity of aids, providing the same or similar functions, and also to avoid interference between radio services.

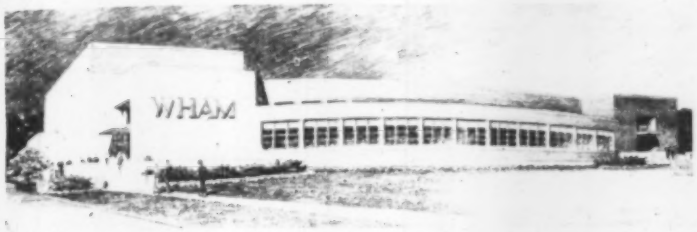
Later in the week FCC Commissioner E. M. Webster gave the delegates a descriptive summary of some systems and devices in various stages of development here in America, but not yet included among the systems covered by official U. S. policy. These include LF omnidirectional radio range, navaglobe, teleran, lanac, and radar camera.

FMA's New Offices

SUITE of five new offices, with provision for mailing room and storage, was occupied last Thursday by members of the FMA headquarters staff in Washington. New quarters are located at 921 12th St., NW. Telephone remains REpublic 8532.



Rochester Plans 'Radio City'



ARTIST'S SKETCH of WHAM Rochester, N. Y.'s million-dollar 'Radio City' now under construction. Building will include 400-seat auditorium, five studios, musical library, news room, business and executive offices and storage vault for musical instruments. New 50 kw Westinghouse transmitter and Blaw-Knox vertical radiator will be installed at the transmitter site south of Rochester. Rochester's 'Radio City' also will house WHFM, sister station.

Legislation Restoring Exclusivity for AP Is Opposed as Permitting a Monopoly

COMPETITION by radio was seen last week as raising the possibility that one medium may eventually serve the entire market for news and pictures.

Robert Lasch, chief editorial writer for the *Chicago Sun*, told a House Judiciary subcommittee last Thursday that a bill designed to set aside the Supreme Court AP decision should not be passed because newspapers are business enterprises, and "as such cannot legitimately claim exemption from the anti-trust laws."

The Supreme Court directed the Associated Press to change its by-laws to permit members to consider the competitive effect of applications. The *Chicago Sun* was a party to the complaint which brought the case before the High Court.

Mr. Lasch declared that newspapers have tended to monopoly during the past 40 years with the result that today "only one out of 12 communities has a competitive press."

"Perhaps," he continued, "the economic forces at work, including the competition of radio and other means of communication, make it inevitable that, except in a few large centers, the market for printed news and pictures will be served by one medium . . . But I would hate to see the door finally closed. There is always a chance that technical advances which we cannot foresee might change the picture, and permit a competitive press to be reborn."

He charged that passage of a law which would remove newspapers from the restraint of the anti-trust laws would open the way to the creation of exceptions for other commercial enterprises. "If we do not keep those laws alive, and apply them to newspapers as well as to other kinds of busness, the end result will be a growing demand for regulation of a private press monopoly—regulation which would indeed destroy the freedom to print and discuss which all of us cherish," he concluded.

The bill under consideration was introduced in the House Jan. 3 by Rep. Noah M. Mason (R-Ill.). It provides that the anti-trust laws "shall not be construed to prohibit any press service company from exercising its own discretion in the selection of its customers or from furnishing its press services on the express or implied condition . . . not to furnish the press services which it is furnishing to a customer to any other newspaper . . . in the community of the customer.'

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.
The Shreveport Times Station

PARTNERSHIP FAVORED BY FCC AT HAZARD, KY.

A PROPOSED DECISION was issued by FCC last Tuesday nominating Bullard, Metcalf & Goodlette over two rivals for a new 250-w fulltime station on 1340 kc at Hazard, Ky.

The Commission proposed to deny the competing applications of Universal Broadcasting Co. and P. B. Huff trading as Hazard Broadcasting System.

FCC preferred the three-man partnership and Mr. Huff over Universal on the basis of plans for ownership participation in station operation. This choice was confirmed, FCC said, by a comparison of the applicants' program plans. Between the partnership and Mr. Huff, the former was preferred on program plans and because it will have three owners, instead of one, participating in policy matters and day-to-day operation.

The proposed grantee is owned equally by Fred B. Bullard and Richard H. Goodlette, owners of Bullard & Goodlette Record Shop at Hazard, and Charles W. Metcalf of Winchester, Ky., employed by Veterans Administration. Mr. Bullard would be general manager and chief engineer; Mr. Metcalf, commercial manager, and Mr. Goodlette, program director and bookkeeper. Affiliation with Mutual is planned.

Of the applicants given proposed denials, Mr. Huff is a barber shop owner, and Universal is a corporation owned in equal shares by five stockholders: E. P. Phelps, household appliances distributor, president; E. C. Blunt, drug company owner; J. W. Craft Jr., attorney; W. M. Hughes, with a wholesale grocery company, and E. G. Sulzer, director of operations of WBKY Lexington, and U. of Kentucky's FM station.

AVC Wing Pays Honors To Radio Personalities

HONORED at the "All-American" dinner given by the Press-Radio Wing of the American Veterans Committee April 24 were several radio personalities cited for "extraordinary devotion to the ideals of democracy." Hon. Harold L. Ickes, former Interior Secretary and now commentator on WGAY Silver Spring, received a special citation from AVC, presented at the dinner at the Hotel Washington in Washington.

Among others honored as "All-Americans" were: Chester Bowles, Hon. Fiorello H. La Guardia, Drew Pearson, Mrs. Eleanor Rooseveit, Eric Sevareid, Frank Sinatra, Robert St. John, Leland Stowe, Raymond Swing. Carl Gebuhr, WTOP Washington publicity director, was chairman of the arrangements committee.

WFMO FM Survey

WFMO Jersey City, new FM station now under construction, is following through with its quarterly surveys of public reaction to FM broadcasting and listening habits in the New York metropolitan area. Surveys are based on reports from The Pulse and show substantial increase in FM receiver ownership and listening since last survey, according to WFMO management.

12 YEARS SERVING

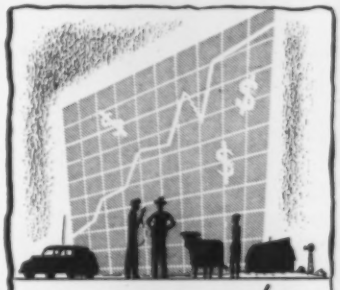
456,151 People Who own 116,848 Radios in Central Kansas

★

KWBW

NBC AFFILIATE
HUTCHINSON, KANSAS

WILLIAM WYSE,
Manager



Doing Things for its Listeners Does Things for its Advertisers

KLZ
DENVER

CBS Affiliate 560 Kc.
Represented by THE KATZ AGENCY

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

Only ZBM Covers Bermuda
ABC • MBS
National Representatives
JOHN BLAIR — United States
HORACE STOVIN — Canada

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

Over 200 Cases

(*Continued from page 13*)

that the expediting plan failed to reach its goal on Line 1 cases [BROADCASTING, April 7].

But FCC officials said these, being relatively simple cases, could be cleared up shortly. They pointed out that only 57 new applications had been filed since Feb. 7, and predicted that "within a few weeks" the processing lines will be "fairly current" for the first time since Oct. 8, 1945, when the wartime freeze was lifted.

Even so, it was pointed out, the hearing workload would still be far from current. The 537 applications in hearing as of April 1 have been greatly increased by the designations necessary in the actions taken since then under the expediting system.

Petitions for reconsideration of specific actions taken during the expediting period are expected to be numerous. It will cause little surprise, even within FCC, if some protests go into court. A number of industry attorneys have informally, but seriously, questioned the legality of the procedure and the "protection" it accorded pre-Feb. 7 applications which were granted before May 1. Those filed before the plan went into effect but not yet granted are now open to competion from applications filed since that time.

In one of the closing sessions before normal licensing was resumed, the Commission knowingly set up at least one case that may develop into a court test of the expediting system's legality. WERC Erie had applied after Feb. 7 for a change to 1330 kw and asked FCC to be set for hearing with the Erie application of Community Service Broadcasting Co. for the same frequency filed before Feb. 7 [BROADCASTING, April 21]. Instead, the Commission granted the Community Service application and announced it had "ordered that application of WERC be referred to the pending files pursuant to Temporary Expediting Procedure."

The end of the three-month system brought from observers the characterization of "a noble experiment" not likely to be tried again. In view of the Commission's feeling that it was nearing a current status on the processing lines, there was also speculation that FCC might soon eliminate its current practice of segregating the harder and easier cases into separate lines.

KDSH Started May 1

KDSH, new 1,000-w Boise. Ida. station on 950 kc and a CBS optional affiliate, started operating on May 1. Station licensee is Queen City Broadcasting Co. which also operates KIRO Seattle. Louis K. Lear is president, Westerman Whillock is vice president and general manager with Earl Glade Jr. formerly of KSL Salt Lake City associate manager.

State-by-State Breakdown of FCC Final Grants of Last Week

ALABAMA

Dothan—WAGF, change from 1400 kc to 1320 kc, increase 250 w to 1 kw, directional night, unlimited; conditions. Granted April 30.

Mobile—Mobile Daily Newspapers Inc., 1480 kc, 5 kw directional, unlimited. Comr. Clifford J. Durr for hearing. Publishes Mobile Register and Press. Granted April 30.

Tuscaloosa—WJRD, change from 1230 kc, 250 w, unlimited, to 1150 kc, 5 kw day, 1 kw night directional, unlimited. Granted April 29.

ARIZONA

Coolidge—Gila Broadcasting Co., 1150 kc 1 kw, unlimited directional night. Licensee KGLU Safford and KWJB Globe, Ariz., and AM applicant Silver City, N. M., and Winslow, Ariz. Granted April 29.

Tucson—KTSC, change from 1490 kc to 580 kc, increase 250 w to 1 kw, unlimited, directional night. Granted April 30.

Yuma—Yumesa Broadcasting Co., 1190 kc, 1 kw, unlimited, directional day and night. Owned 72% by Sun Country Broadcasting Co., permitee KPSC Phoenix and KTSC Tuscon. Principals: M. S. McCallum, retail druggist, president and 7%; J. R. Heath, Sun Country president, vice president; James B. Rolle, secretary; U. L. Baker, treasurer 3%. Remaining interest held by number of stockholders. Granted April 29.

ARKANSAS

Fort Smith—KFSA, change hours from day to unlimited with 500 w night, 1 kw day, directional night, on 950 kc. Granted April 30.

Helena—KFFA, change from 1490 kc to 1360 kc, increase 250 w to 1 kw, directional night, unlimited; conditions. Granted April 30.

Little Rock—KGHI, change from 1230 kc to 1250 kc, increase 250 w to 1 kw day, 500 w night, directional night. Granted April 30.

CALIFORNIA

Fresno—Robert Schuler, Sheldon Anderson and Lester Eugene Chenault, 1300 kc, 1 kw directional, unlimited. Partnership: Robert Schuler, radio engineer and consultant 14 years, 60%; Sheldon Anderson, manager KCOK Tulare, 25%; Lester Chenault, Army, former program manager KFRE Fresno and salesman KMJ Fresno, 15%. Granted April 30.

Napa—Napa Broadcasting Co., 1440 kc, 500 w directional. Partnership: Lieut. Col. Ellwyn F. Quinn, Army, former program director KDYL Salt Lake City, 17/38 interest; William S. Quinn, Navy veteran, tobacco-candy-soft drink store owner, 15/38; John W. Chadwick, Coast Guard veteran, shipping clerk Sherman, Clay & Co., San Francisco, 5/38; Robert L. O'Brien, Navy veteran, announcer KSRO Santa Rosa, Calif., 1/38. Granted April 28.

Sacramento—KFBK, increase power from 10 kw to 50 kw directional, unlimited, on 1530 kc. Granted April 29.

Sacramento—KCRA, change from 1340 kc to 1320 kc, increase 250 w to 1 kw directional, unlimited; conditions. Granted April 30.

San Fernando—San Fernando Valley Broadcasting Co., 1260 kc, 1 kw directional, unlimited. Principals: J. G. Paltridge, former promotion manager KFI Los Angeles, president and 38.37%; J. C. More, with Dan B. Miner Co., vice president; Charles P. Allen, certified public accountant and attorney, secretary-treasurer 61.63%; Harold Carlock, with ABC Hollywood press department, director. Action taken April 30 involved grant of petition to reconsider, remove from hearing docket and grant. Competing application of Kenneth O. Tinkham removed from hearing docket and denied as in default for want of prosecution.

Santa Cruz—Radio Santa Cruz, 1080 kc, 1 kw daytime only. Partnership: Charles V. Berlin, radio sales service; Fred McPherson Jr., and Malhon D. McPherson, Sentinel Pub. Co., publisher daily Sentinel-News. Granted April 28.

Stockton—San Joaquin Broadcasting Co., 1420 kc, 1 kw directional, unlimited. Partnership: A. Dwight Newton, former librarian San Francisco Examiner, ex-instructor radio journalism Stanford U.; W. H. Wood, owner Har-Wood Lumber Co.; W. John Anton, Army veteran, petroleum geologist; Charles F. Green, Army veteran. Granted April 30.

COLORADO

Grand Junction—Voice of Western Colorado Inc., 1230 kc, 250 w, unlimited; conditions. Principals: T. A. King, real estate, 10% owner Ogden Broadcasting Co., Ogden AM applicant, president and 44%; D. S. Grow, real estate, 60% Ogden Broadcasting, 10% Utah Valley Broadcasting Co., Provo AM applicant, vice president 29.5%; Erwin Sheffield, real estate, secretary-treasurer 15.5%; Lloyd Cullimore, physician, 7% Utah Valley Broadcasting, 10%. Granted April 30.

DISTRICT OF COLUMBIA

Washington—WQQW, increase 500 w day to 1 kw day, on 570 kc. Granted May 1.

FLORIDA

Hollywood—WINZ, change hours from day to unlimited, on 940 kc with 1 kw; install directional night. Granted April 30.

Ocala—WTMC, change from 1490 kc to 1290 kc, increase 250 w to 1 kw, unlimited, directional night. Comr. Clifford J. Durr for hearing. Granted April 30.

Panama City—WDLP, change from 1230 kc to 590 kc, increase 250 w to 1 kw directional, unlimited; conditions. Comr. Clifford J. Durr for hearing.

Tallahassee—WTAL, change from 1340 kc to 1270 kc, increase 250 w to 5 kw, unlimited, directional night. Comr. Clifford J. Durr for hearing. Granted April 30.

West Palm Beach—WIRK, change hours from day to unlimited, install directional, on 1290 kc 1 kw. Granted April 30.

GEORGIA

Macon—WMAZ, increase 5 kw to 10 kw, directional, unlimited, on 940 kc. Granted April 30.

Rome—WRGA, change from 1490 kc to 1470 kc, increase 250 w to 5 kw, directional night. Granted April 29.

IDAHO

Boise—KDSH, increase 1 kw to 5 kw, unlimited, directional night, on 950 kc; conditions. Granted April 30.

Boise—KGEM, change from 1340 kc to 1140 kc, increase 250 w to 10 kw, directional night; conditions. Granted April 30.

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK *HEADLEY REED*

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

IDAHO—Continued

Pocatello—KEIO, change from 1450 kc to 1440 kc, increase 250 w to 500 w, directional day and night; engineering conditions. Granted April 29.

Wallace—KWAL, change from 1450 kc to 620 kc, increase 250 w to 1 kw, unlimited, directional night; engineering conditions. Granted April 28.

ILLINOIS

Peoria—WIRL, increase 1 kw to 5 kw directional, on 1290 kc. Granted April 30.

Quincy—Quincy Broadcasting Co., 1440 kc, 1 kw directional, unlimited. Principals: Donald F. Fischer, former NBC Blue and Red Network Presidential announcer, president; Lawrence J. Fischer, assistant works manager Henry Valve Co., Chicago, secretary; Richard E. Fischer, former program director WHAS Louisville, vice president; John A. Arnston, supply specialist, War Dept., treasurer; George Berry, poultry and stock business interests; Max L. Weinberg, counsel for farm cooperatives. Each 16-2/3%. Granted April 29.

INDIANA

South Bend—St. Joseph Valley Broadcasting Corp., 1580 kc, 250 w, daytime; conditions. Principals: Clinton J. Ketchan, insurance business, 24%; Frank Ketchan, insurance business, 24%; Harland E. Orr, attorney, 26%; Burleigh W. Redifer, Treasury Dept. deputy collector, 25%. Granted April 30.

IOWA

Des Moines—Des Moines Broadcasting Corp., 1150 kc, 1 kw directional, unlimited. Principals: James L. Kelehan, president and 10%; David D. Milligan, 1st vice president 30%; George Williams Webber Jr., 2d vice president 10%; George W. Webber Sr., 3d vice president and treasurer 5%; Robert L. Webber, secretary 30%; H. Pierce Witmer, 15%. Granted April 29.

Sioux City—KTRI, change from 1450 kc to 1470 kc, increase 250 w to 5 kw, directional fulltime. Granted April 29.

Keokuk—Keokuk Broadcasting Co., 1310 kc, 250 w, day only. Comr. Clifford J. Durr and Rosel H. Hyde for hearing. Principals: H. W. Stadler, Stadler Cigar Co., president 28.3%; F. J. Stadler, Stadler Cigar Store, vice president 28.3%; S. L. Hart, vice president 8.3%; W. W. Wolf, cost accountant, secretary 28.3%; E. K. Johnstone, banker, treasurer 6.8%. Granted April 30.

Sioux City—Commercial Assoc. Inc., 620 kc, 1 kw directional, unlimited. Principals: Burton G. Bridgens, formerly with NBC Washington, president and 10%; E. C. Palmer, president Terminal Grain Co., treasurer 10%; W. A. Klinger, director U. S. Chamber of Commerce, W. A. Klinger Co., investment firm, vice president 10%; K. P. Cotton, Grandy-Prett-Cotton Co., investment firm, vice president 8%; D. S. Kidder, security and investment interests, vice president 8%; Ryal Miller, security and investment interests, 8%; W. F. Grandy, Grandy-Prett-Cotton Co., 8%; C. M. Corbett, attorney, 10%; Ben F. Knuth, 8%; R. E. Rostenbach, Reconstruction Finance Corp. employe, 10%; C. W. Fahnestock, Laurel, Neb., bank employe, 10%. Granted April 28.

KANSAS

Atchison—KVAK, change from 1450 kc to 1470 kc, increase 250 w to 1 kw directional; conditions. See Topeka, S. H. Patterson. Granted April 28.

Hays—KAYS Inc., 1400 kc, 250 w, unlimited; conditions. Principals: Frank Motz, part owner News Pub. Co. and editor Hays Daily News; L. B. Lamer, hotel manager; Ross Beach, Producers Gas Co. partner; P. F. Feten, former trucking lines operator; Delmas L. Haney, attorney. Each 20%. Granted April 30.

Salina—KSAL, increase power from 1 kw to 5 kw day, 1 kw night, unlimited, directional, on 1150 kc. Granted April 29.

Topeka—S. H. Patterson, 1440 kc, 5 kw directional, unlimited; conditions that applicant file within 60 days application for modification of construction permit specifying 1 kw night instead of 5 kw and that applicant divest self of all interests in KVAK of which he is licensee. See Atchison, KVAK. Action involved grant of petition requesting reconsideration, removal from hearing docket and grant. Granted April 28.

KENTUCKY

Louisville — Louisville Broadcasting Corp., 1570 kc, 1 kw daytime only; conditions. Principals: Mrs. J. E. Messervy, Republican National Committeewoman of South Carolina, president and 51%; C. A. Robinette, Fitch Investment Co. representative, vice president 27%; Grant R. Wrathall, Washington consulting radio engineer, has other radio ownership interests, secretary 3.2%; Riley A. Gwynn, Washington attorney. Granted April 30.

Owensboro—Owensboro on the Air Inc., 1420 kc, 1 kw directional, unlimited. Principals: V. J. Steele, wholesale beer distributing business and retail coal business, 51%; J. Millard Haynes, principal owner Red Cab Co., 19%; M. A. Rhodes, part owner and manager retail variety store; Malcolm Greep, formerly with WOMI Owensboro, 11%. Granted April 30.

Versailles—Bluegrass Broadcasting Co. Inc., 590 kc, 1 kw directional, unlimited. Principals: Albert B. Chandler, attorney, Baseball Commissioner, ex-Governor of Kentucky, vice-chairman Democratic National Committee 1936-40, president and 45.71%; Calvin P. Rouse, attorney, secretary-treasurer 34.28%; Owen L. Range, jewelry-radio-electrical appliance store proprietor, 11.42%; D. C. Naive, manager The Farmers Union Supply Co., 5.71%; Roy G. Williams, co-owner Williams-Graves Insurance Co., president Harris-Seller Banking Co., 2.58%. Granted April 30.

MAINE

Lewiston — The Lewiston-Auburn Broadcasting Corp., 1470 kc, 5 kw directional day and night, conditional. Principals: Eldon H. Shute, chief announcer WTVL Waterville, president and 2.6%; Frank S. Hoy, 10% owner Lewiston Daily Sun, treasurer 72.67%; Fred Parker Hoy, student, 6.66%; Gladys P. Hoy, clerk 13.33%; Leslie R. Hall, veteran, director 2.67%. Granted April 29.

MASSACHUSETTS

Boston—WHDH, increase power from 5 kw to 50 kw directional, unlimited, on 850 kc; engineering conditions. Granted April 28.

Brookline—Boston Broadcasting Corp., 1600 kc, 5 kw directional; conditions. Principals: John C. Pappas, associate justice Gloucester District Court, president and 16.7%; Benjamin Bartzoff, formerly with WGR and WKBW Buffalo, vice president 12.5%; Max Hoffman, treasurer Max Hoffman Co., treasurer 33.3%; Sol Gurvitz, assistant attorney general State of Massachusetts, clerk 4.1%; N. King Halikman, Roslinoid Mfg. Co., director 16.7%; Rubin Morrison, treasurer and general manager Morrison & Shiff, meat processors, 16.7%. Granted April 30.

MICHIGAN

Muskegon—WKBZ, change from 1490 kc to 850 kc, increase 250 w to 1 kw directional. Comr. Clifford J. Durr voting not to grant. Granted April 28.

MINNESOTA

Duluth—KDAL, increase power from 1 to 5 kw on 610 kc, conditions. Petition granted for removal from docket and reconsideration. Granted April 29.

Rochester — Rochester Broadcasting Co., 970 kc, 1 kw directional, unlimited. Principals: Richard C. Lilly, banker, chairman of the board; Dr. Charles W. Mayo, member board of governors Mayo Clinic, director; his wife, Alice P. Mayo, president and 65%; John C. Lobb, Mayo Clinic general counsel, secretary; his wife, Mary M. Lobb, 2nd vice president 5%; Martin J. Stolz, treasurer, and his wife, Mildred P. Stolz, 1st vice president, together 25%. Granted April 29.

MISSISSIPPI

McComb—WSKB, change from 1230 kc to 1250 kc, increase 250 w to 1 kw day, 500 w night, directional night; conditions. Granted April 30.

West Point—Bob McRaney Sr., 1450 kc, 250 w, unlimited; conditions. Grantee general manager WCBI Columbus, Miss., 10 years. Granted April 30.

MISSOURI

St. Louis—KWK, increase 1 kw night and 5 kw local sunset to 5 kw, unlimited, directional night, on 1380 kc. Granted April 30.

MONTANA

Great Falls—Merchant Farmer Broadcasting Co., 560 kc, 5 kw, directional night. Owned by Montana Farmer, semi-monthly journal. Granted April 30.

Great Falls—Mosby's Inc., 1150 kc, 5 kw directional night, unlimited. Licensee KGVO Missoula and KANA Anaconda, Mont. Granted April 29.

NEBRASKA

Fremont—Inland Broadcasting Co., 1340 kc, 100 w, unlimited. Comr. Clifford J. Durr for hearing. Inland Broadcasting is new licensee KORN, moved from freemont to Lincoln. Granted April 30.

Lincoln—KORN, move from Fremont, Neb. (see). On 1400 kc with 250 w, unlimited. Comr. Clifford J. Durr for hearing. Granted April 30.

NEW MEXICO

Las Cruces—Masilla Valley Broadcasting Co., 1450 kc, 250 w, unlimited; conditions. Principals: Robert P. Porter, wholesale lumber business, president 14.28%; Charles L. Knight, heads Myers Co., vice president 14.28%; Herman Pitts, secretary-treasurer 7.14%; Frank E. Cooke, former manager KGAK Gallup, manager 11.48%; E. L. Goemoets, radio engineer, 2.8%; Charles Hill, John B. Ritter and H. D. Fulwiler, each 14.28%, and Covey B. Baker, 7.14%, all area residents and businessmen. Granted April 30.

NEW JERSEY

Jersey City—WHOM, increase 500 w night and 1 kw local sunset to 5 kw unlimited directional, on 1480 kc. Granted April 30.

NEW YORK

Albany—Hudson Valley Broadcasting Co. Inc., 590 kc, 5 kw day, 1 kw night, directional, unlimited; conditions. Principals: Dr. John Quinlan, physican, president and 10%; Hyman Abrams, druggist, retail liquor store owner, vice president 20%; Hyman Rosenblum, secretary-treasurer 16%; Louis Gross, president and director Union National Bank of Troy, N. Y., president Troy Board of Education and treasurer Russell Sage College, director 40%; Eleanor Walter, director 4%; Jack Goldman, director 2%; Harry L. Goldman, president and major owner Goldman & Walter Adv., director 8%. Granted April 30.

(Continued on page 83)

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President

Represented by Universal Radio Sales

560 KSFO SAN FRANCISCO

KFMB sells SAN DIEGO

KFMB is San Diego's exclusive ABC station. Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB

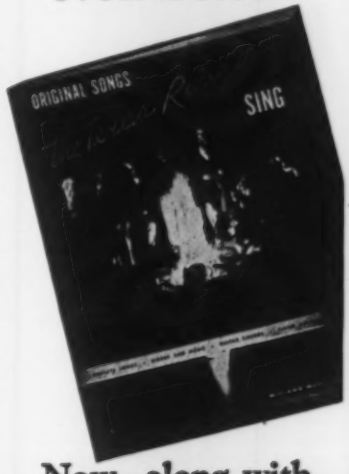
* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Making the best even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

Marshall Backs 'Voice of America'

State Dept. Seeks to Save Its Cultural Program Budget

STATE DEPT. moved into high gear last week to defend its information and cultural programs against quick starvation threatened by the House Appropriations Committee [BROADCASTING, April 28].

Secretary of State George C. Marshall prepared to give the Office of International Information and Cultural Affairs (OIC) priority second only to the Greek-Turkish loan, it was learned. He will personally approach GOP leaders on Capitol Hill to argue for extension, rather than curtailment of the informational programs, which include the 25-language 'Voice of America' shortwave overseas broadcasts.

His experience in Moscow convinced him that the 'Voice of America' can play a vital role in creating more understanding by the Soviets of American world aims. While in Moscow he had the opportunity to confer with Ambassador Walter Bedell Smith, a 'Voice of America' enthusiast since inception of the program in February.

If the House elimination of the $31,381,220 OIC item is to be restored in the admittedly friendlier Senate, Secretary Marshall's most persuasive tactics will be necessary. Sen. Joseph H. Ball (R.-Minn.), chairman of the Senate Appropriations Subcommittee which will consider the State Dept. budget, explained some of the hurdles which must be overcome in the upper chamber. He pointed out that the "point of order" technicality under which the OIC was deleted in the House can be overridden only by a two-thirds vote of the entire Senate. Even before that course can be taken, the full Appropriations Committee has to muster a two-thirds vote to report an amendment restoring the cut.

Half for Shortwave

William Benton, Assistant Secretary of State in charge of public affairs, said that if restoration amounts to no more than 50 per cent the State Dept. would have to abandon all of its radio activities. Approximately half of the OIC appropriation is for shortwave broadcasting.

One bright spot from the point of view of the State Dept. was in the form of a marked public reaction in favor of the government's broadcasting programs [CLOSED CIRCUIT, April 28].

A public opinion survey by the U. of Denver showed a majority of the public in favor of the government spending money "to correct false ideas" of America abroad.

The poll showed in a national sampling that 69 per cent of the interviewees approved of the government spending money "to give people in other countries a full and fair picture of American life, and of the aims and policies of our government." The percentage of approval rose among college graduates to 84%. High school graduates were 74% "in favor," while grade school graduates registered 55% approval.

The poll also established that in spite of comparatively limited publicity about the 'Voice of America' Russian-language program, 45 per cent of those questioned had heard about it. Of those who had heard about the Russian program 80 per cent were reported to have approved it.

The Radio Advisory Committee of the State Dept., in a report soon to be published, has commented as follows: "Your committee believes that the 'Voice of America' should be heard throughout the world through the press, motion pictures and libraries, as well as through radio, which is our immediate concern in this report. A great part of this total job is being done and in our opinion should continue to be done through private agencies since this is in the American tradition; but, where private agencies are unable to disseminate information about the United States, either because of financial problems or barriers erected by various governments, it is the duty of

(Continued on page 86)

News By Blimp

NEWS in three dimensions is the boast of KFWB Hollywood. Regular newscasts are aired by the station. News headlines are flashcast from station on side of Taft Bldg. at Hollywood and Vine Sts. Now a Goodyear blimp tours the night skies beaming bulletins on specially-constructed neon tubing.

Taber Hurls Charge at OIC; Commends Private Enterprise

BITTER BLAST against State Dept. broadcasting was delivered by Chairman John Taber (R-N. Y.) of the House Appropriations Committee last Wednesday when he told BROADCASTING that the shortwave 'Voice of America' programs are "dangerous, subversive and dishonest."

The powerful and ordinarily taciturn Congressman denounced the entire Office of International Information and Cultural Affairs in a voice shaking with anger. His Committee is reported to have eliminated the entire OIC appropriation in a bill scheduled for publication today (May 5).

He charged OIC with "inefficiency, incompetency and deviation from our established foreign policy," adding "I have the evidence right here in my pocket." He said Department personnel policies had raised "incompetent" $2,000-a-year employees to $8,000 and $9,000-a-year positions.

He was particularly angered over a 'Voice of America' broadcast to Russia of a book review of a Wallace family history by Russell Lord, *The Wallaces of Iowa*. He said this was a clear demonstration of a lack of "coordination" between various units of the State Dept., and asked "how could anyone be so stupid to permit a thing like that?"

State Dept. officials had explained that the broadcast of book reviews is "standard service," and that the review of the Wallace book was scheduled for dissemination before there was any indication that the former vice president would take his much criticized European tour. The State Dept. also pointed out that it had broadcast news reports dealing fully with "unaccustomed agreement" among American writers on the inemptness of Mr. Wallace's foreign speechmaking.

Chairman Taber, who piloted House action eliminating OIC funds, also cited Walter Lemmon's Worldwide Broadcasting Foundation as an example of what private enterprise could "and should" do about broadcasting for foreign consumption. Mr. Lemmon is one of seven licensees who lease facilities to the OIC for the 'Voice of America' transmissions.

Mr. Lemmon has been leading protagonist for complete elimination of the government from the international broadcasting field. Other licensees have acknowledged a continuing need for government participation [BROADCASTING, Feb. 24].

A milder but still significant criticism of the State Dept. foreign broadcasting activities was voiced by Senator Joseph H. Ball (R-Minn.), Chairman of the Senate Appropriations Subcommittee which is to handle the OIC budget. Senator Ball told BROADCASTING that he was "in favor" of the OIC's libraries and cultural exchange activities, but added "I can't see the broadcasting end of it."

Grant Breakdowns

(Continued from page 81)

Albany—Champlain Valley Broadcasting Co., 850 kc, 10 kw directional, unlimited. Principals: Stephen R. Rintoul, former licensee WSRR Stamford, Conn., president-treasurer and 57½%; Trell W. Yocum, board chairman Ridgeway, Ferry & Yocum, vice president 20%; Carlos A. Franco, head timebuyer Young & Rubicam, secretary 12½%; Mary B. Rintoul, director 5%; Helen W. Yocum, director 5%. Granted April 28.

Brooklyn—WBBR, increase from 1 kw to 5 kw directional, on 1330 kc share time-WEVD WHAZ. Granted April 30.

Rochester—WARC Inc., 950 kc, 1 kw directional, unlimited. Principals: S. W. Townsend, president and part owner WKST New Castle, Pa., president and treasurer and 26%; his wife, Wanda E. Townsend, WKST vice president and part owner, 25.2%; Marjorie P. Clipp, part owner WKST, wife of Roger Clipp, WFIL Philadelphia president, vice president, 40%; Stuart M. Frame, lumber and fuel businesses, 8.8%. Granted April 30.

Utica—WIBX, change from 1230 kc to 950 kc, increase 250 w to 5 kw directional, unlimited. Granted April 30.

Utica—Rome Sentinel Co., 1150 kc, 1 kw night, 5 kw day, unlimited, directional day and night. Publisher Rome Daily Sentinel, Utica and Rome. FM applicant. Granted April 29.

NORTH CAROLINA

Fayetteville—Wayne M. Nelson Inc., 1230 kc, 250 w, unlimited; conditions. Principals: Wayne M. Nelson, owner WEGO Concord and WAYN Rockingham, N. C., president and 62%; Ira Julian, Kent Bakery, Greensboro, N. C., vice president and secretary 1%; E. Z. Jones, part owner WBBB Burlington, N. C., 37%. Granted April 30.

NORTH DAKOTA

Grand Forks—Grand Forks Herald Inc., 1260 kc, 1 kw day, 500 w night, directional night. Publisher daily Grand Forks Herald. Granted April 30.

Mandan—Mandan Radio Assn., increase 250 w to 1 kw local sunset and 250 w night, unlimited, on 1270 kc. Granted April 30.

OHIO

Columbus—WHKC, increase power from 1 kw to 5 kw, directional night, unlimited, on 610 kc. Granted April 29.

Wooster—The Wooster Republican Printing Co., 960 kc, 500 w, day. Publisher daily Wooster Record. Granted April 30.

OKLAHOMA

Duncan—Duncan Broadcasting Co., 1340 kc, 100 w night, 250 w day. Comrs. Clifford J. Durr and Rosel H. Hyde for hearing. Principals: R. H. Drewry, majority owner KSWO KSWO-FM Lawton, Okla., 41.5%; J. R. Montgomery, part owner KSWO and president and 40% owner City National Bank, 13.95%; Robert P. Scott, part owner KSWO and partner with Ted R. Warkentin in office supply business, 13.95%; Mr. Warkentin, 13.95%, Dr. G. G. Downing, physician, 6.65%; J. C. Halliburton, oil well cement firm, 10%. Granted April 30.

Oklahoma City—KTOK, change from 1400 kc to 1000 kc, increase 250 w to 5 kw day, 1 kw night, directional night; conditions. Action involved grant of petition for grant without further hearing; severed from hearing with Wichtex Broadcasting Co., Wichita Falls, Tex. (see). Granted April 30.

Tulsa—KOME, change from 1340 kc to 1300 kc, increase 250 w to 5 kw day, 1 kw night, directional. Granted April 30.

OREGON

Klamath Falls—KFJI, change from 1240 kc to 1150 kc, 100 w to 1 kw, unlimited, directional night; conditions. Granted April 29.

Portland—KWJJ, increase 1 kw to 10 kw directional, on 1080 kc. Granted April 30.

PENNSYLVANIA

Erie—Community Service Broadcasting Co., 1330 kc, 5 kw directional, unlimited. Principals: Keith Kiggins, former vice president of ABC and 7.5% owner KPHO Phoenix, Ariz., president and 50%; Donald W. Reynolds, licensee KFSA Fort Smith, Ark., secretary-treasurer 50%; Andrew Haley, owner KAGH (FM) Pasadena, Calif., AM applicant Fullerton, Calif., and Washington radio attorney, secretary-treasurer. Granted April 30.

Greensburg—WHJB, increase power and hours operation from 250 w day only to 500 w night, 1 kw day, unlimited, directional, on 620 kc. Comr. Clifford J. Durr for hearing. Granted April 23.

Shamokin—Radio Anthracite Inc., 1480 kc, 1 kw, directional night, unlimited. Principals: Samuel C. Price, with Sunbury (Pa.) Daily Item, president and 30%; Samuel Leavitt, general manager WHWL Nanticoke, Pa., vice president and general manager 30%; Carl Rice, attorney, secretary-treasurer 20%; Henry W. Lark, manager Walnut Hosiery Mills, 20%. Granted April 30.

SOUTH DAKOTA

Sioux Falls—KELO, change from 1230 kc to 1320 kc, increase 250 w to 5 kw, directional night, unlimited. Granted April 30.

Sioux Falls—Big Sioux Broadcasting Co., 1270 kc, 1 kw directional, unlimited. Principals: James E. Sweet, former NBC Washington salesman, president and 29.6%; his wife, Mrs. J. E. Sweet, director 0.4%; David J. Kemps, formerly with NBC Chicago, vice president 29.6%; John D. Conner, physician, secretary-treasurer 40%; Gale B. Braithwaite, director 0.4%. Granted April 30.

TENNESSEE

Chattanooga—Joe V. Williams Jr., 1490 kc, 250 w, unlimited, conditions. Permittee is attorney, vice president Redford Inc., novelty stores, director Southern Saddelry Co. and Chattanooga Savings and Loan Assn. Petition granted requesting that FCC previous order setting aside original grant. Granted April 29.

TEXAS

Amarillo—Plains Empire Broadcasting Co., 940 kc, 1 kw directional, unlimited. Principals: C. L. Copeland, insurance, president and 6.6%; Bickford Slack, insurance, vice president 6.6%; Lonnie J. Preston, majority owner and general manager KASA Elk City, Okla., secretary-treasurer 24%; V. M. Preston, director 5%; L. L. Preston KASA commercial manager, director; Alice Howenstine, part owner and promotion manager KASA, director 24%. Granted April 30.

Ballinger—Runnels County Broadcasting Co., 1400 kc, 250 w, unlimited. Partnership: Fred Harmon, retired rancher; E. L. Ingram, auto dealer; Arthur M. Underwood, auto dealer; R. E. Bruce, executive vice president Farmers and Merchants State Bank. Granted April 30.

Eastland — Eastland - Ranger - Cisco Broadcasting Co., 1600 kc, 1 kw directional; conditions. Partnership: John D. Harvey, principal and athletic coach Eastland High School; W. H. Wright, part owner KVWC Vernon, Tex., vice president Commercial Standard Insurance, Fort Worth; Harry N. Harris, attorney, part owner Community Broadcasting Co., Fort Worth AM applicant. Granted April 30.

El Paso—West Texas Broadcasting Co., 690 kc, 5 kw directional, unlimited; conditions. Wholly owned by H. J. Griffith, in theatre business 26 years. Granted April 30.

Goose Creek—Tri-Cities Broadcasting Co., 1360 kc, 1 kw directional, unlimited. Principals: Robert Matherne, sole owner Goose Creek Daily Sun, president and 28%; Beulah Mae Jackson, Daily Sun office manager, secretary-treasurer 6%; Thomas W. Moore, vice president 8%; L. G. Sardens, manager Culpepper Furniture Co., director 30%; Robert Strickland, attorney, director 8%; Fred Hartman, Daily Sun editor, director 16%; S. S. Gould, Daily Sun advertising manager, director 4%. Granted April 30.

Lubbock—KSEL, change 1 kw day only to 1 kw day and 500 w night, directional night, on 950 kc; conditions. Granted April 30.

Lufkin—Forest Capital Broadcasting Co., 1420 kc, 1 kw, unlimited, directional night. Principals: Richard C. Wortham Jr., vice president Southland Mills Inc., 40%; Ernest L. Kurth, president Angellina Lumber Co., 50%; David W. Thompson, secretary-treasurer Angellina Lumber Co., 10%. Granted April 30.

Orange—Sabine Area Broadcasting Corp., 1600 kc, 1 kw, unlimited, directional night; conditions. Principals: J. Jacobs, partner with brother, M. L. Jacobs, in jewelry store chain, president and 17%; M. L. Jacobs, treasurer 17%; W. J. Godsey, Gulf State Utilities Co. engineer, secretary 25%; A. Plettman, grocery business director 16%; Arthur P. Kay Jr., chief engineer KPAC Port Arthur, Tex., director 25%. Granted April 30.

Wichita Falls—Wichtex Broadcasting Co., 990 kc, 5 kw day, 1 kw night, directional night. Grantee solely owned by Darrold A. Cannon, former manager KGKO Fort Worth, oil and gas business. Action involved adoption by FCC of decision and order granting petition for severance from consolidated hearing with KTOK Oklahoma City (see). Granted April 30.

UTAH

Logan—KVNU, change from 1230 kc to 610 kc, increase 250 w to 1 kw, unlimited, directional night. Granted April 29.

WASHINGTON

Walla Walla—KUJ, increase 1 kw to 5 kw, directional night, on 1420 kc. Granted April 30.

WEST VIRGINIA

Bluefield—WHIS, increase power from 500 w night and 1 kw local sunset to 5 kw fulltime, directional night, on 1440 kc. Granted April 29.

WYOMING

Rock Springs—KVRS, change from 1400 kc to 1360 kc, increase 250 w to 1 kw day, 500 w night, directional night; conditions. Granted April 30.

ALASKA

Fairbanks—Alaska Broadcasting Co., 1290 kc, 1 kw, unlimited; conditions. Owned wholly by Wm. J. Wagner, licensee KFQD Anchorage. Granted April 30.

HAWAII

Honolulu—KHON, change 1400 kc to 1380 kc, increase 250 w to 5 kw, unlimited. Granted April 30.

PUERTO RICO

Arecibo—WKVM, change from 1230 kc to 1070 kc, increase 250 w to 10 kw directional, unlimited; conditions. Granted April 30.

Bayamon—Ramon Agudo, 1560 kc, 250 w, unlimited; conditions. Ramon Agudo is vice president and treasurer United Hotels of Puerto Rico.

Caguas—Borinquen Broadcasting Co., 1110 kc, 250 w, unlimited. Partnership: Francisco P. Casillas, bus line interests; Hector P. Buono, Casillas' bus line manager, secretary College of Business Administration, U. of Puerto Rico; Fredrico Virella, attorney; Pedro L. Jiminez, radio and sound movie equipment business. Granted April 30.

Mayaguez—WPRA, increase 1 kw night, 5 kw local sunset, to 10 kw directional, unlimited, on 990 kc. Granted April 30.

Ponce—WPRP, change from 1420 kc to 910 kc, increase 250 w to 5 kw, unlimited, directional. Granted April 30.

Rio Piedras—Puerto Rico Communications Authority, 940 kc, 10 kw directional, unlimited. Comr. E. K. Jett for hearing. Grantee is agency of Puerto Rican Govt. Granted April 30.

San Juan—El Mundo Broadcasting Co., 1320 kc, 5 kw, unlimited; conditions. Partnership: Angel Ramos and Jose C. Vidal, publishers El Mundo, daily paper, and Puerto Rico Illustrado, weekly newsmagazine. Granted April 30.

HOPE AND BENNY TOP APRIL HOOPERATINGS

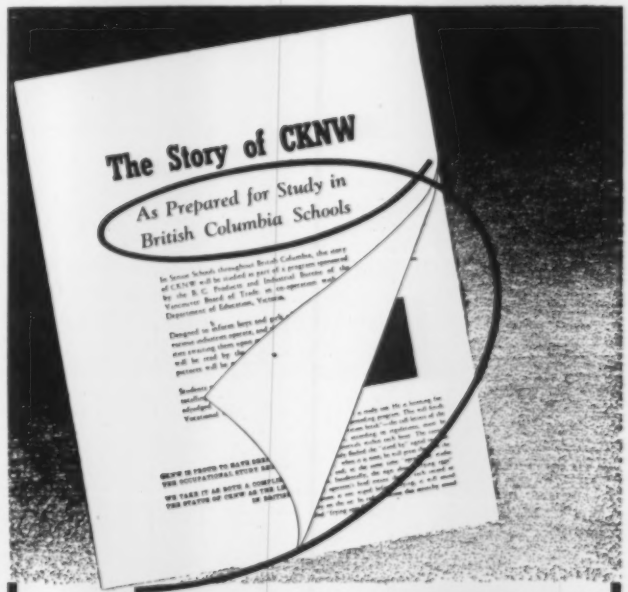
BOB HOPE led the list of first 15 evening programs in the April 30 network program Hooperatings report released last week, with Jack Benny second and Fibber McGee & Molly third.

Average evening sets-in-use of 30.7 reported was up 0.5 from last report and up 4.5 from a year ago. The average evening rating was 10.1, no change from last report, and up 1.5 from a year ago.

Average available homes were 78.4, no change from last report, up 0.9 from a year ago. The current total sponsored hour index was 70¼ as compared with 69¾ last report, 73 a year ago.

First 15 evening programs listed were:

Bob Hope, 31.1; Jack Benny, 27.7; Fibber McGee & Molly, 26.5; Fred Allen, 25.3; Radio Theatre, 24.5 Charlie McCarthy Show, 23.1; Red Skelton, 23.0; Amos 'n Andy, 22.4; Screen Guild Players, 22.3; Walter Winchell, 20.1; Mr. District Attorney, 19.1; Bandwagon, 18.3; Duffy's Tavern, 18.2; Inner Sanctum 16.1; Great Gildersleeve16.0.



"As Prepared FOR STUDY in British Columbia Schools!"

Few radio stations have had such an opportunity . . . to be *subject of study* by 50,000 pupils. Here is an example of co-operation with Board of Trade and Educational authorities . . . and a Public Relations vehicle *which will add thousands of listeners.*

*We will be glad to send you a free copy of this illustrated story of CKNW in actual school format.

CKNW
New Westminster, B.C.

A-7

WLAW
New England's BEST Radio Buy!

50,000
WATTS
on
680 KILOCYCLES

50,000 watts and the frequency of 680 kilocycles . . . that's why WLAW is New England's most powerful radio station. Its ABC network programs hold listener attention from Maine to Rhode Island. Make reservations NOW while a few choice spots are open.

MAIN STUDIOS:
LAWRENCE, MASS.
OTHER STUDIOS IN BOSTON AND LOWELL

National Representatives
WEED & CO.

DOES THE JOB Alone
WOW
OMAHA
NBC*
590
5000 WATTS
*AFFILIATE
WRITE, WIRE or PHONE JOHN J. GILLIN
JOHN BLAIR & CO., Representatives

Radio Serves in Another Emergency

Third Major Catastrophe In Three Weeks Finds Stations Ready

FOLLOWING CLOSELY on the heels of the Oklahoma-Texas Panhandle tornado and Texas City explosion disasters, tornadoes which struck last week in the Middle West, killing 14 persons in Missouri and nine in Arkansas, found radio again on the alert. Radio news coverage was prompt and thorough.

When a twister hit the small northwestern Missouri town of Worth last Tuesday, killing 13 of the community's 223 residents, radio was on the scene quickly, although the county in which Worth is located has no stations. Both stations in St. Joseph, Mo., KRES, independently operated, and KFEQ, affiliated with ABC and MBS, dispatched wire recorder units to Worth immediately.

KRES presented a half-hour program Tuesday featuring interviews with eye-witnesses of the disaster, and followed on Wednesday with a half-hour show describing the work of the Red Cross and the state highway patrol. All KRES programs were interrupted to relay messages and bulletins from Worth, Paul Roscoe, KRES general manager, reports.

KFEQ furnished ABC with a news story for its *Headline Edition* and also fed KXOK St. Louis a description of the tornado which KXOK in turn gave to ABC in New York for *News of Tomorrow*. During the early evening last Tuesday KFEQ broadcast a running account of the disaster, including a list of the dead, and later in the evening presented interviews with eye-witnesses. Station also broadcast Red Cross bulletins.

KVAK Bulletins

On the day the tornado struck Worth, KVAK Atchison, Kan., interrupted its programs six times between 5:15 and 7:30 p. m. to broadcast news bulletins. Later developments on the tornado were presented the same evening on two regular KVAK newscasts, and additional details were given on the two days following.

WDAF Kansas City presented special news bulletins with full descriptions of the tornado damage and also aired Red Cross and Salvation Army appeals for medical supplies, according to Dean Fitzer, manager. Station also announced the names of the tornado dead as the information became available.

WOW Omaha received its first ticker bulletin on the Worth tornado at 5:29 p. m., last Tuesday, and it was aired on station's half-hour news roundup starting at 5:30 by Ray Clark, director of special events and chief newscaster. Shortly after this newscast the WOW special events crew raced to Worth, 150 miles away, and used a tape recorder—set up without the help of regular power circuits—to record the stories the people of the stricken community and the rescue workers had to tell. Additional "color" was picked up to add to WOW's regular news stories of the disaster. The WOW crew also made an early morning tour of southwestern Iowa on Wednesday to cover that phase of the storm, which had swept into Iowa after ripping through Worth.

KMA Shenandoah, Iowa, gave full special events coverage to the tornado. On the day it struck (Tuesday) the station made five broadcasts from Worth. The following day KMA aired four broadcasts from Worth and from Clio, Iowa, covering also the agricultural damage in the surrounding area. "So far as we know," Owen Saddler, KMA station manager, reports, "KMA was the only station which presented an interview with Mrs. Ann L. Trump, the Worth school teacher who got her 15 pupils to safety in a nearby fruit cave."

Arkansas Twister

In northwest Arkansas—almost as hard hit as northwest Missouri but with fewer killed—KFPW Fort Smith spearheaded a relief drive for clothing for victims of the twister that lashed the small community of Bright Water and swept close to Garfield, not far from the Missouri line, killing nine persons, Station Manager J. E. Garner reports.

Southwestern Bell Telephone Co., which was still strike-bound, gave priority to phone calls necessitated by the disaster, and this enabled radio stations in the area to present more complete news coverage. Although the storm locale was outside KFPW's normal primary area, the station's news bureau presented news furnished by relief crews that followed the storm in.

Another Fort Smith station, KFSA (daytime), aired its first news on the tornado at 7 a. m., Wednesday, and followed with frequent flashes as the news came in from correspondents, Jay W. Anderson, acting general manager, reports. Station also carried eye-witness accounts of the disaster and appeals for aid for victims.

KWTO Coverage

KWTO Springfield, Mo., gave major news coverage on the Arkansas tornado, which, after killing nine persons in the northwest corner of that state, bounced northeast to near Rolla, Mo., and killed another person. Through a special line to the Springfield weather bureau, KWTO broadcast storm warnings, just as a few days earlier it had aired warnings of floods in the Lake of the Ozarks and Lake Taneycomo areas.

News department of KGRH Fayetteville, Ark., made an on-the scene inspection of the storm damage in the Bright Water and Garfield rural areas at daylight last Wednesday. Survivors were interviewed, and the station later aired graphic reports and announced the casualty list.

NABET Gets WOR Boost, Dickers With Networks

NATIONAL ASSN. of Independent Broadcast Engineers & Technicians, having filed a 30-day strike notice April 21, quickly negotiated an agreement with WOR New York calling for a 12½% increase which lifted the top scale from $109.63 to $123 a week. The new contract also contains a revised seniority clause.

Meetings with ABC and NBC, however, were not so fruitful, and will probably continue well into the week, according to NABET President Allen T. Powley.

1886 Sherwood Brunton 1947

SHERWOOD BRUNTON, prominent figure in Pacific Coast radio for 25 years, died of a heart attack at his home in San Carlos, Calif., on April 29.

He was secretary-treasurer of the Pacific Agricultural Foundation, owner of KQW, San Francisco, a member of the Las Vegas Broadcasting Co. and secretary-treasurer of Julius Brunton & Sons Co., automotive supply firm in San Francisco.

Mr. Brunton was born June 7, 1886. With his two brothers, Ralph R. and Mott Brunton, Mr. Brunton operated KJBS in San Francisco for nearly a quarter of a century. The three brothers, together with their late father, Julius Brunton, founded KJBS in 1922. KJBS was sold a few years ago.

Mr. BRUNTON

Former ABC Chief in London Receives Proposed Grant for Fort Wayne, Ind.

ARTHUR S. FELDMAN, former ABC London chief and previously director of special events for NBC, and his wife are principals of a company given a proposed grant by FCC last week for a new full-time 250-w station on 1450 kc at Ft. Wayne, Ind.

The proposed decision, adopted on a 3-to-2 vote, anticipated denal of the applications of Homer Rodeheaver, evangelist song leader, and Radio Ft. Wayne, who sought the same facilities. FCC Chairman Denny and Comr. E. K. Jett dissented, favoring a grant to Radio Ft. Wayne. Comrs. Paul A. Walker and E. M. Webster did not participate.

Mr. Feldman is president and owns 51%, and his wife is secretary-treasurer and owns 39%, of Community Broadcasting Corp., which received the proposed grant. The remaining 10% is held by James M. Barrett Jr., Ft. Wayne attorney. Mr. Feldman would be general manager and program director and his wife, Rhoda M., former executive secretary to BBC's program operations director in New York, would serve as public service director. A CBS affiliation is contemplated.

The Commission majority said Community Broadcasting and Radio Ft. Wayne should be preferred to Mr. Rodeheaver on the basis of their plans for greater participation of ownership in station affairs. The Feldmans' "varied and extensive background in numerous phases of broadcasting" was an influencing factor in the majority's preference of Community over Radio Ft. Wayne.

Chairman Denny and Mr. Jett voted for a grant to Radio Ft. Wayne "because its stockholders have had experience in radio, will take an active part in the day-to-day operations of the station, and because they are residents of Ft. Wayne and more closely identified with the community than are the Feldmans." Radio Ft. Wayne is equally owned by Merlin H. Smith, Army veteran and former Civil Service investigator; Charles A. Sprague, WOWO Ft. Wayne transmitter supervisor since 1942, and Glenn R. Taylor, WOWO studio supervisor.

U. S. GIVES PROPOSALS ON HIGH FREQUENCIES

HIGH FREQUENCY proposals, drawn up for the Atlantic City International Telecommunications Conference by the government, were presented to industry for suggestions last Friday.

Kenneth Fry, chief of State Dept. International Broadcasting Division, opened the meeting to stress the importance of HF broadcasting, and noted that the government for the first time is coming to an international conference as an operator.

The High Frequency Broadcasting Preparatory Committee, headed by Forney Rankin, assistant chief of IBD, has been doing the spade work in preparing American proposals for the World High Frequency Conference [BROADCASTING, March 10].

Attending the Friday meeting were: B. J. Rowan, P. D. Andrews, M. L. Prescott, W. J. Purcell, all of General Electric; Royal V. Howard, Harold Fair, NAB; M. F. Duhamel, Louis H. MacDonald, Worldwide Broadcasting Foundation; R. E. White, F. M. Sloan, Westinghouse; Edward A. Chester, Robert DeHart, CBS; Raymond Guy, NBC; James A. McKenna, ABC; James P. Veatch, RCA; Kenneth Fry, Forney Rankin, Robert R. Burton, Fred Trimmer and Thomas Bracken, all of the International Broadcasting Division; and Curtis B. Plummer, FCC.

HYDE & McNAUGHTEN BACK FROM FLYING TRIP

FCC'S FLYING DUO, Comr. Rosel H. Hyde and K. Neal McNaughten, Standard Allocations Section chief, returned to their desks last week following brief but "encouraging" Havana and Mexico City conversations on engineering problems mutual to the U. S., Cuba and Mexico and other signatories to the North American Regional Broadcast Agreement [BROADCASTING, April 14].

Objective of mission was to encourage adoption of the more modern U. S. standards of good engineering practice in relation to international broadcast problems, including uniform measurement of potential interference. A present working agreement is sought which also later would be included in the 3d NARBA technical proposals conference scheduled for Nov. 1 in Havana. Such an immediate working agreement is held to be of benefit to all parties.

Talks are to be continued informally on the side at the World Telecommunications Conference beginning May 15 at Atlantic City.

Plenipotentiary meeting on 3d NARBA now is expected to commence in mid-August 1948 in Canada, possibly Quebec. The 2d NARBA expired March 29, 1946, and the present Interim Agreement is effective until March 29, 1949.

Labor Law Believed To Be 'Lost Cause'

Little Hope Seen for Getting Tough Measure Past Truman

A LABOR LAW appeared to many observers on Capitol Hill last week as a "lost cause," as forces behind Senator Robert A. Taft's labor bill gathered strength for passage of a relatively tough measure which seemed doomed to Presidential veto.

It was expected that Senator Taft would be able to muster a majority for passage, possibly late this week, of about 59-35. His bill [BROADCASTING, April 28] may carry amendments to:

1. Prohibit nationwide bargaining.
2. Prohibit "coercive" practices by unions, such as secondary boycotts.
3. Provide for additional mediation facilities.

Passage of the bill by such a majority, however, would not provide the two-thirds needed to override expected White House veto. The fight against a "tough" labor measure was spearheaded by these Senators: Wayne Morse (R-Ore.); H. Alexander Smith (R-N.J.); Leverett Saltonstall (R-Mass.); Henry Cabot Lodge Jr. (R-Mass.); Raymond E. Baldwin (R-Conn.); Charles W. Tobey (R-N.H.); John S. Cooper (R-Ky.).

Conditional Grants Issued for 11 FM Outlets; 7 Go to Standard Stations

CONDITIONAL GRANTS for 11 new FM stations—ten Class B and one Class A—were announced by FCC last week.

Seven, all for Class B operations, went to standard broadcast licensees or permittees: WDBO Orlando; WKLX Lexington, Ky.; KMLB Monroe, La.; WGCM Gulfport, Miss.; KCOR San Antonio; WPDX Clarksburg, W. Va., and WREN Lawrence, Kan. (now authorized to move to Topeka).

Other Class B authorizations went to Lycoming County Broadcasting Co., Williamsport, Pa.; Plains Empire Broadcasting Co., Amarillo, Tex., and Mercury Broadcasting Co., San Antonio.

Class A conditional grant went to Reidsville Broadcasting Co.

Ownership non-AM affiliated grantees:

Lycoming County Broadcasting Co.—Principals: George Lewis, with WCAU Philadelphia, president and 20%; John T. Keliher, contractor, vice president 15%; David P. Gullette, with WCAU, vice president 20%; Victor C. Wise, accounting and auditing business, secretary-treasurer 2%; Joseph T. Connolly, WCAU program director, director 20%; Joseph P. Keliher, attorney, director 20%; Fred B. Wetzel, real estate, director 3%.

Mercury Broadcasting Co.—Solely owned by William E. Hughes, in insurance, flavor manufacturing and mail order businesses.

Plains Empire Broadcasting Co.—AM application also granted. See story page 83.

Reidsville Broadcasting Co.—Owned by W. M. Oliver and C. R. Oliver, associated with daily Reidsville Review.

KFH SELLS MOST . . .
WHERE IT COUNTS MOST
KFH
BMB says KFH provides more listening in its highly intensive area (50% to 100%), and Sales Management estimates the effective buying income of this same area at nearly three-quarters of a billion dollars.
That's just part of it — You'll find a much higher buying income in the balance of the coverage of KFH. People with real purchasing power make up the listening audience of KFH.
Concentrate your advertising in this rich market covered by KFH, "That Selling Station for the Southwest."
THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH
WICHITA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

Excess Insurance
Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

The **SCHOOL** *of* **RADIO TECHNIQUE**
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B.
Approved for G.I. Training
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

CHNS
HALIFAX NOVA SCOTIA
IN TWENTY YEARS,
PIONEER TO LEADER;
FROM 1000 WATTS
TO
5000 WATTS—SOON!
JOS. WEED & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM

5000 WATTS 1330 KC.
WEVD
ENGLISH • JEWISH • ITALIAN
National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.
Send for WHO'S WHO on WEVD
WEVD — 117 West 48th Street, New York, N. Y.

Cutler Quits Government Post to Join Legal Firm

JOHN WARD CUTLER, who resigned effective May 1 as general counsel of the Office of Alien Property, Dept. of Justice, has joined the Washington, D. C. law firm of Foote and Taylor (Edward A. Foote and Sutherland G. Taylor). The firm, whose offices are at 1028 Connecticut Ave., N. W., henceforth will be known as Foote, Taylor and Cutler.

Mr. Cutler entered government service in September, 1942, as legal consultant in the legislative section of the Office of the Alien Property Custodian. He was named general counsel after the Office of Alien Property was transferred to the Dept. of Justice in October, 1946.

House Group Plans New 'Cultural' Bill

Would Put State Dept. Radio On Official Footing

HOUSE FOREIGN AFFAIRS Committee is planning to hold hearings on a "cultural relations" bill which would grant specific authorization to the State Dept. to carry on its broadcasting and cultural affairs activities, it was learned last week.

A Committee source told BROADCASTING that the proposal, submitted by the State Dept. March 24, will receive a hearing as soon as the Committee finishes its work on the Greek-Turkish loan and the International Refugee Organization. He reported that a majority of the Committee is in favor of the "principle" of the proposal, although some changes will be suggested.

Would Set Authority

The proposal would establish basic authority for the Office of International Information and Cultural Affairs (OIC), the same division of the State Dept. now threatened with complete extinction by the Appropriations Committee [BROADCASTING, April 28].

Passage of the cultural relations bill by the House would inject a completely new issue into the controversy which has developed over government broadcasting. The drastic Appropriations Committee acton was taken on a "point of order" technicality, open because the State Dept. does not have specific authority for its broadcasting and cultural relations activities.

Appropriations Committee action, however, is expected to be completed in both Houses of Congress before the Foreign Affairs Committee has an opportunity to report out a cultural affairs bill.

Passage of the bill would therefore permit deficiency appropriation in case the Senate sustains expected House action eliminating OIC.

Commission Issues Its Approvals For Nine Station Transactions

TRANSFERS and assignments affecting seven AM and two FM stations were approved by FCC last week. Five involved sales prices totaling about $80,000. Four carried no cash considerations.

They were:

WDEV Waterbury, Vt. (550 kc, 1 kw)—Assignment of license to Lloyd E. Squier, surviving partner of Lloyd E. Squier & William E. Ricker, licensee partnership. Mr. Ricker was reported missing in World War II and has been presumed dead. Consideration for his interest was $35,000 [BROADCASTING, Feb. 24].

KORN Fremont, Neb. (1400 kc, 250 w)—Sale of station by Nebraska Broadcasting Co. to Inland Broadcasting Co., licensee of KBON Omaha, for $20,000 (Comr. C. J. Durr voting for hearing.) Arthur Baldwin, controlling stockholder of Nebraska Broadcasting, is also an Inland stockholder and part of the purchase price will be in Inland stock. KORN was authorized to move to Lincoln, and Inland received a grant for a new 100-w station on 1340 kc at Fremont to replace KORN there (See page 81).

WHAL Shelbyville, Tenn. (1400 kc, 250 w)—Sale of General Manager Robert W. Rounsaville's 25% interest for $15,000 to his partners: J. O. Fly Sr., George F. Fly, and Harvard P. Smith [BROADCASTING, March 31]. Mr. Rounsaville owns WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethton and WKSR Pulaski, Tenn. He continues as WHAL manager for one year. He also is manager of WGRV Greeneville, Tenn., and application is pending by which he would acquire 50% of that station as a gift. Commissioner Durr voted for hearing on the WHAL transaction.

KSYL Alexandria, La. (1400 kc, 250 w)—Acquisition of half interest in permittee firm by Harold Wheelahan, WSMB New Orleans vice president and general manager, from Marvin Glazer. Purchase price is approximately $7,000 [BROADCASTING, Nov. 25]. Sylvan Fox owns the remaining 50% interest. New licensee name is Radio Station KSYL.

WDAR Savannah, Ga. (1400 kc, 250 w)—Assignment of license from A. C. Neff to WDAR Inc., of which Mr. Neff owns 90%. Nephew K. Clark acquires the remaining 10% for $3,000 [BROADCASTING, Feb. 24].

WHLI and WHNY (FM) Hempstead, N. Y.—Assignment of construction permit and FM conditional grant from Elias Godofsky to FM Broadcasting Corp., wholly owned by Mr. Godofsky. WHLI is authorized to operate with 250 w on 1100 kc, day only.

WKAT and WKAT-FM Miami Beach—Assignment of licenses from A. Frank Katzentine to WKAT Inc., which he owns. WKAT is assigned 1360 kc with 5 kw day and 1 kw night.

Asks Phila. Video

APPLICATION for a new Philadelphia television station has been filed with FCC by WIP and WIP-FM Philadelphia, Benedict Gimbel Jr., president and general manager, announced last week. The application requests Channel No. 12 with approximately 33 kw power. With four channels allocated to Philadelphia and three already assigned, WIP's is the second application for the one remaining frequency, Daily News Television Co. having filed several weeks ago [BROADCASTING, March 3].

WING Dayton, Ohio has received award of merit from National Safety Council, "for exceptional service to safety" through its "Road Reporter" program.

Marshall Speech

(Continued from page 82)

the United States Government to see that the voice of America is heard. . . . Whether we disseminate news about ourselves or not, news about the United States will be disseminated . . ."

Included in the committee are: Mark Ethridge, publisher of the *Louisville Courier-Journal* and past NAB president; Don Francisco, vice president and director of the J. Walter Thompson Co.; Gardner Cowles Jr., publisher, *Des Moines Register and Tribune*, president, Cowles Broadcasting Co.; Roy E. Larsen, president of Time Inc.; Prof. Harold Lasswell, School of Law, Yale U.; Sterling Fisher, assistant public service counselor, NBC; Edward R. Murrow, vice president, CBS, and the Rev. Robert I. Gannon, president, Fordham U.

Justin Miller's Views

NAB President Justin Miller, in a letter to Mr. Benton, recently said: ". . . Private broadcasters in this country cannot carry on international broadcasting on any widespread basis because of financial limitation . . . we may as well face frankly the fact that if the United States is to hold its own in a world of conflicting political and economic philosophies there is need for immediate action. This being true, the only possibility which I can see is that you secure appropriate funds from Congress. . . . The government is making good use of a portion of our vast private commercial facilities to help tell a complete and coordinated story by radio to the rest of the world. This liaison is healthy and we hope it will continue."

G. B. Bairey Resigns FCC Allocations Job

Acting Chief Leaves to Join D. C. Engineering Firm

GEORGE B. BAIREY, acting chief of allocations of the FCC Engineering Dept's Standard Broadcast Division, has resigned to join the Washington consulting engineering firm of Harold B. Rothrock as an associate of Mr. Rothrock, effective May 10.

Mr. Bairey

With the Commission since 1940, Mr. Bairey was assigned to the Hearing Section of the Engineering Dept. for approximately 14 months during the period when FCC instituted its "five a day" hearing plan in an effort to clear away the backlog of cases which had accumulated during the wartime freeze.

He was named acting chief of allocations last Jan 1.

Mr. Bairey is a native of Tower City, N. D. and a graduate of North Dakota State College. He was engaged in graduate training at Westinghouse Electric & Manufacturing Co. for approximately six months, during which time he also was associated with KDKA Pittsburgh.

He then served as general manager and chief engineer of several Western stations including WDAY Fargo, KGCX Sidney, Mont., and KOVC Valley City, N. D., of which he was the original licensee. He later was general manager and chief engineer of KFAM St. Cloud, Minn. for about three years, and assisted actively in the development of the Minnesota Radio Network.

He joined FCC in 1940 serving at monitoring stations and transferred to the Standard Broadcasting Division in Washington in July 1945.

GRANT FOR ALLENTOWN STATION IS PROPOSED

A GRANT to Allentown Broadcasting Corp. for a new 250-w full-time station on 1230 kc at Allentown, Pa., was anticipated by FCC in a proposed decision released last Thursday.

Mutually exclusive with the projected Allentown operation, the following applications were proposed to be denied: WEST Eaton, Pa., to change from 1400 to 1230 kc with 250 w, and Easton Publishing Co. and Steel City Broadcasting Co. for 250-w stations on 1230 kc at Easton and Allentown, respectively.

The Commission concluded that Allentown needs an additional station more than Easton needs either a new station or extension of WEST's operation.

The proposed grantee is headed by Lewis Windmuller of Washington, D. C., who with his wife owns 74%. He has had extensive radio communications and broadcast experience, including work as radio consultant and as director and producer of the "American Family Robinson" network series. He and his wife would move to Allentown in event of a grant and he would be general manager of the station. Others among the 10 stockholders include Lynne C. Smeby, consulting radio engineer (3.7%), and Carl H. Butman, radio consultant (5.7%), both of Washington, D. C. Remaining stockholders are Allentown residents.

Steel City Broadcasting Co. is headed by Robert E. Moyer Jr., Allentown businessman (17.2%); its other stockholders include George D. Gartland (20%), Walter M. Thomas (20%), and C. B. Hammerle (10%), all of Johnstown, who control Central Broadcasting Co., permittee for WARD Johnstown, and General Broadcasting Co., Altoona applicant. Easton Publishing Co., given a proposed denial of its application for a new Easton station, publishes the Easton "Express."

1903 Francis C. Eighmey 1947

F. C. EIGHMEY, general manager and secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTAD Quincy, Ill., died in Mason City last week. He was 43.

Mr. Eighmey helped organize KGLO in 1936 and was a partner in the acquisition of WTAD in 1944. For the last two years he served on the affiliates advisory board for CBS' Sixth District.

Mr. Eighmey was born July 16, 1903. After being in the engraving business from 1925 to 1930, he joined Fred A. Hinrichson Adv. Agency, Chicago, in 1931. From 1932 to 1936, he was sales manager for WHBF Rock Island, Ill., with the *Rock Island Argus*. From there Mr. Eighmey moved to KGLO.

Prominent in state activity as secretary of the Iowa Aeronautical Commission and identified with War Bond activity, Mr. Eighmey was radio coordinator in Iowa representing the national defense committe of the NAB.

Aleman

(Continued from page 16)

Office of International Information and Cultural Affairs gave a continuing and blanket report of the Mexican President's activities to the whole world. His address to Congress was re-broadcast to all corners of the world by the 25-language "Voice of America." Russia received a complete spot news coverage of the "good neighbor," program.

President Aleman's address to the Congress stressed U. S.-Mexican unity, and was dramatized later on Thursday by a joint announcement from the two Presidents that their countries would soon sign an agreement which will pave the way for new American credits to Mexico, as part of a joint program to stabilize Mexican economy.

President Aleman's address was picked up from the House chamber by RCA television equipment, installed on the same pool arrangement which has been in effect on three other occasions when video covered joint Congressional sessions. NBC Commentator Richard Harkness did the running commentary which kept television audiences informed on the "who's who" of the colorful spectacle—first telecast of a foreign official speaking to an American Congress.

GE's Shreve Elected C. of C. President

EARL O. SHREVE, vice president of the General Electric Co., was elected president of the U. S. Chamber of Commerce at a meeting of the Chamber's board of directors in Washington May 1.

Mr. Shreve began his career as a railroad station agent and telegrapher at Harrisburg, S. D., at the turn of the century. He joined GE as an engineer recruit and rose to become manager of the firm's industrial department at Schenectady, vice president in charge of sales and eventually vice president of GE. Mr. Shreve became a director of the U. S. Chamber of Commerce in 1943.

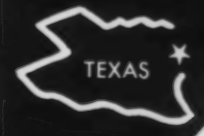
Meanwhile, the Chamber, indicating its interest in world communication problems, adopted a resolution last Thursday that the subject of an overseas information program be studied further "before action is taken." The resolution grew out of growing public discussion over Congressional action threatening a State Dept. appropriation for cultural and information activities.

Ball Address

Senator Joseph H. Ball (R-Minn.), addressing the Chamber Thursday afternoon, said "there are too many on both side of the labor relations picture who seem to have forgotten the fundamental meaning of freedom." One of the reasons the nation is facing very difficult problems today, he said, "is because we have waited far too long to make obviously necessary changes in our national labor policy. We live in a dynamic society. A free society must change or it is on the way out, and the function of government in a free society is to adjust the laws, the rules which are supposed to provide substantial equity for all groups, to those changes in free society."

Senator Ball referred to the closed shop as "the purest kind of monopoly" but said that "probably in the final analysis the present mess in our labor relations is as much the fault of employers as it is of union leaders. . . . A great many employers have welcomed the closed shop because it is a lot easier to deal with one business agent who has nice tight control over his members than it is with a group of free American employes."

for low-cost advertising in BEAUMONT



it's KRIC

12

BMB Daytime Coverage in 8 Texas Counties 4 Louisiana Parishes embracing 500,000 people

KRIC BEAUMONT, TEX. 250W. 1450 Kc. Established 1938

REPRESENTED BY THE BRANHAM COMPANY

Hon. James West
H. W. Kastor & Sons
Chicago, Illinois
Dear Jim:

There's no spring fever down here! No Sir, it may be about that time of year but everyone at WCHS keeps purrin' along . . . specially our salesmen . . . they came in last week with six new contracts . . . big ones too from some of the largest business houses in the State. But that's the way "my boys" are, always keepin' WCHS in front. No Sir, there's no spring fever down here.

Yrs.
Algy

WCHS
Charleston, W. Va.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Attention: First class engineers with first class voices. Fast growing 250 watt network affiliate in southwest needs two first class engineers with the know-how for announcing shows on the air. If you have first class radio-telephone license and first class voice and experience—there's a good job waiting for you here. $60 for 44 hours. If you can't meet above requirements don't waste a 3c stamp. Box 215, BROADCASTING.

Wanted—Experienced announcer and newsman for 250 watt western Pennsylvania NBC affiliate. Splendid opportunity for the right man. Permanent position in a progressive community. Write Box 279, BROADCASTING.

Have good paying job for topflight all-round announcer. Salary plus talent. 5 kw, showmanship-minded station in large Florida city. State complete background and references in first letter. Will then ask for audition—ET or live. Box 306, BROADCASTING.

Established Texas AM with FM affiliate in major market needs two experienced transmitter operators. $47.50 for 40 hours, automatic raises, good working conditions. Box 307, BROADCASTING.

More than just voices! Successful 250 watt basic network outlet in New England has immediate openings for several experienced announcers with personalities—with ability to create and write own programs. Applicants will be auditioned in Boston. Give full details in letter. Box 308, BROADCASTING.

Wanted—Three experienced announcers. No glamour boys need apply. Housing guaranteed. 3 new apartments available. 1000 watt Mutual affiliate located in North Carolina. Send all details in first letter. Box 309, BROADCASTING.

Wanted—Manager for daytime thousand watt station. Good opportunity for well qualified man with station management experience. Give complete background and full details; also photograph and first letter. All replies confidential. Box 320, BROADCASTING.

Writer wanted by progressive network affiliate in eastern market of 300,000. Commercial copy experience necessary. Radio background desirable. Please contact Box 324, BROADCASTING.

Engineer—We need a young man with a first class radio-telephone license. No experience necessary—good opportunity to learn and advance. Position available immediately. ABC network, local Virginia station. Box 327, BROADCASTING.

Announcer-engineer—NBC affiliate in southeast has opening for announcer-engineer qualified to assume full program operational responsibilities of new FM station. Engineering entirely secondary, but must have first class license. Box 337, BROADCASTING.

Florida 250 watter needs thoroughly experienced copywriter (preferably girl) to head department. Will have assistant. Attractions include ocean, beach, eligible males, climate, fishing and so forth. Include background and recent photo. Box 338, BROADCASTING.

50,000 watt top affiliate seeks vacation engineers. If experienced—WIRE: RRR, Personnel Service, 1649 N. Broad St., Philadelphia.

Manager, has engineering for new station in Georgia town. Need to contact party interested in financing. Contact Ed Leach, Griffin Broadcasting Co., 604 S. Hill St., Griffin, Ga.

Announcer-engineer, new FM station will pay excellent salary to experienced announcer with first phone. Send audition disc, availability, salary desired, experience, references, etc., to KMUS, Box 1604, Muskogee, Oklahoma.

Wanted, two (2) engineer-announcers, first class ticket. New station going on air soon. Here, "where big bass bite" in excellent year-round climate, are unlimited possibilities. Station operating independently; therefore announcing ability should be better than average. Sleeping accommodations for single men! Start $50.00. Rush details to WLBF, Leesburg, Florida.

Help Wanted (Cont'd)

Salesmen-women — Copywriters; experienced! Write: RRR, Personnel Service, Box 413, Philadelphia.

Announcer—Progressive music and news regional. Housing assured. Send disc, photo to KECK, Odessa, Texas.

Chief engineer—250 watt network affiliate. Give qualifications and salary. WGCM, Gulfport, Mississippi.

Young lady wanted, Experienced in typing, office routine, some announcing, copy writing, etc. New station going on air soon. Excellent year-round climate. Advancement possibilities for versatile girl. Start $150.00 per month. Send in details, photo, etc., to WLBF, Leesburg, Florida.

Aggressive, independent station needs qualified announcers at once. Top salary, low living expenses. Send photo, disc and letter to Keith Gordon, Program Director, WOOB, Anniston, Alabama.

Production-program director—250 watt, fulltime independent, seeking experienced man who is creative and industrious to combine programming and production talents with announcing. Salary $60.00 per week. Send audition disc and complete information to William Harris, Manager, Radio Station WHOB, Gardner, Massachusetts.

Florida's unique station—afloat—wants combination announcer-1st class engineer. Prefer single man. Living quarters available on boat. Right salary to right man. Write, wire or telephone WFTL, Ft. Lauderdale, Florida.

Have opening for dependable announcer, with good selling voice and experience in sports and special events. Send full details, audition disc. WKPT, Kingsport, Tenn.

Complete staff except chief engineer. Write Paul Parker, Mgr., WMBL, Morehead City, N. C.

If you are a topflight versatile announcer with a first class radio telephone license there is an opportunity immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the west's most alert stations. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent chances for advancement wire or write immediately to Lincoln Dellar, Manager KXOA, the Mutual Don Lee station, Sacramento, California.

Combination engineer-announcer wanted by Mutual station. Must have first class phone ticket. Experience desired but not necessary. If interested contact immediately by telephone or wire giving full details. Radio Station WLAY Muscle Shoals, Alabama.

Program director. Man to supervise creation of public interest programs for State Departments. Civil Service minimum requirements: legal residence New York State; ten years' experience radio programming including two years administration and public relations. Veteran given preference. Starting annual salary, $5,200. Reply by letter only to Miles Heberer, Director, State Radio Bureau Department of Commerce, 112 State Street, Albany, New York.

Wanted: Operator, experienced man with first class phone to act as chief operator of 5 kw midwest station, also installing FM. Must be experienced and capable of handling maintenance and installation work. Good job for anyone wanting to progress with established station. State background, and qualifications as well as salary expected in first letter. No drifters please. Send photo. Box 340, BROADCASTING.

New England network station in beautiful small city has opening for an enthusiastic, hard-working announcer. Man need not be experienced if he has other qualifications. Send details. Box 345, BROADCASTING.

Wanted—Engineer with first class telephone license. No experience necessary. Veteran preferred. Write J. V. Sanderson, Chief Engineer, Radio Station WHBS, Huntsville, Alabama.

Help Wanted (Cont'd)

Wanted—A man to train for an opening in our sales department. He must have programming and announcing experience for background. CBS affiliate in town of 50,000. Send complete information first letter. Box 344, BROADCASTING.

Salesman wanted by independent, regional city of 250,000 midwest. Good proposition for qualified man. Give details. Box 343, BROADCASTING.

Wanted—Combination announcer first class licensed man. $55.00 for forty hours. WCTA, Andalusia, Alabama.

New England network affiliate needs first class engineer to complete staff. Opportunity grow with progressive station in beautiful and prosperous community. Send qualifications, salary requirement. Box 346, BROADCASTING.

Announcer—Versatile staffman with minimum one year commercial experience. Rush disc, photo and background to Bob Marshall, WORZ, Orlando, Fla.

Announcer, experienced, $200 month, 40 hour week; airmail audition disc, when available, snapshot, personal data. Also copywriter $40 week send snapshot, sample spot copy, full personal data. KOLE, Port Arthur, Texas.

Situations Wanted

Topflight sportscaster available; play-by-play reviews all major sports; baseball especially. Veteran, married, disc and snapshot on request. Box 111, BROADCASTING.

"Down to earth" copywriter available soon for agency or station in Southern California. Box 214, BROADCASTING.

Program director. Young, reliable, family man, thoroughly trained, good ideas. Can and will produce the goods. Prefer network affiliate station, but will consider all offers. College graduate, veteran. Box 216, BROADCASTING.

Topnotch sports announcer. Experienced major league play-by-play. Working in sports at present. Desire position with station active in sports. Veteran. Single, no drifter. Reference. Experienced in general announcing and disc jockey work. Disc and photo upon request. Box 268, BROADCASTING.

Engineer-studio, transmitter, presently employed, desires position with Florida station. Box 269, BROADCASTING.

Engineer—Broad experience AM-FM, construction, maintenance, antennas, operation. Desire chief engineer position. First telephone and telegraph licenses. Best references. Available immediately. Box 270, BROADCASTING.

Engineer, ex-Navy ART, first phone. Experienced maintenance, remotes, transcribing. Ambitious, reliable. Progressive station in midwest preferred. Box 282, BROADCASTING.

Capable chief engineer having 15 years practical experience including directional antenna and construction. Seeking permanent position of responsibility with one to 5 kw and FM progressive. Prefer northeast. Inquiries answered. Box 285, BROADCASTING.

Manager—Competition stands to force some small stations out of business next year. Will one be yours? Aggressiveness and intelligence are important but not enough. Put your station in the hands of an experienced young radio executive. Available summer for consultation; fulltime in fall. Box 303, BROADCASTING.

Experienced announcer—Professional experience included console operation, newscasting, network dance orchestra remotes, ad lib record shows with vocals over records, dramatic shows produced, directed by myself, all other phases of broadcasting. Twelve years show business has given me expert knowledge of production, showmanship. Navy veteran, 23, single. East coast only. Box 304, BROADCASTING.

Chief, transmitter supervisor or engineer. Prefer west. Working, living conditions, salary important. Available 30 days. Box 305, BROADCASTING.

Manager-program director, 15 years with major networks as announcer, writer, producer. Available to manage or program higher type station operations. AM or FM. Box 310, BROADCASTING.

Sober, reliable, hard-working married man, 29, veteran, 2 years college, one year of successful experience in program managing, announcing, writing, sales and service, looking for better job with future. Presently employed—need two-four weeks notice. Midwest or Pacific Northwest preferred. Box 350, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Five years experience, college, available short notice. Excellent commercial man. Box 313, BROADCASTING.

Announcer-program director. Veteran College graduate, with eight years staff and network experience, seeking progressive station metropolitan center. Trained by NBC, New York in radio and television producing. Box 315, BROADCASTING.

Newscaster — College graduate, some newspaper experience, 4 years radio. References, disc available. Age: 25. Box 314, BROADCASTING.

Ex-Orch leader desires announcing or disc jockey position. Graduate Radio City announcing school, ex-Navy radioman. Box 316, BROADCASTING.

Veteran, 22, single, graduate of best broadcasting school, desires position as announcer. Will travel anywhere. Disc, photograph, references, details furnished on request. Box 317, BROADCASTING.

How's housing there, any reasonable? I've got 6 years mikewise, a family, we three, and an E.T. Box 318, BROADCASTING.

Broadcasting executive—Established record station management and all phases of broadcasting. Interested new or existing station, advertising agency, network organization or other connection where effective effort plus twenty years experience in radio will afford permanent and profitable association. Box 319, BROADCASTING.

Program director-announcer interested in locating with progressive station either new or old. Experienced in all phases radio both business and production. Consider good offer only. Box 321, BROADCASTING.

Announcer—Vet, 25, single. One year radio school training in all phases. Travel anywhere. Box 322, BROADCASTING.

Engineer—15 years experience, installation, construction, maintenance and design, available about June 1st. Extensive experience design, adjustment and maintenance directional arrays. Knows all phases broadcast business. Will consider only up to date progressive station. Box 325, BROADCASTING.

Station manager: Young, can sell, have license, and seven years experience. Age 25, can do a good job with your station. Box 326, BROADCASTING.

Experienced announcer-newscaster, 36, married, seeks program director-newscaster job with small station. Box 329, BROADCASTING.

Announcer, 36, three years experience, wants copywriter-announcer position. Box 330, BROADCASTING.

Engineer, first class, vet 3 years experience. Box 331, BROADCASTING.

Fully experienced engineer desires position as chief engineer with progressive station or station group. Five years chief engineer. At present engaged in consulting engineering. Formally connected with RCA Manufacturing Company in engineering position. Desire change due to extensive travel now required. Married ten years, two children. Reliable, sober. Excellent references. Minimum salary $85.00 weekly to start. Box 332, BROADCASTING.

MANAGER AVAILABLE

14 years programming, production, sales, management in network and local operation. 10 years executive positions. 34, married, children, veteran. References from leading executives and owners. Go anywhere right opportunity. Available June 1. Box 292, BROADCASTING.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

Situations Wanted (Cont'd)

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Announcer. Excellent knowledge music and sports. Very smooth in reading commercials and news. AFRN experience. Graduate leading Radio School NY. Will travel. Box 235, BROADCASTING.

If you want combination Ken Carpenter, Milton Cross and J. Wallington, don't bother. I'm not good enough, and you can't afford it—but if you want hardworking, competent, dependable young vet, graduate leading announcing school Radio City, listen to my disc. Box 274, BROADCASTING.

Announcer, experienced, veteran, 23, unmarried. Noted for good smooth selling voice. Best references. Can operate control board, disc shows. Bernard Melnick, 1611 Carroll St., Brooklyn 13, New York.

Your staff vacancies may be filled by our competent graduates. Men and women who have been trained-by-doing. Announcers, script writer, actors, producers and control room operators. 850 hours of intensive training under professionals. Ambitious young people with fresh, well-trained voices and new, untried script ideas. Write or wire Institute of Radio Broadcasting, 2900 N. Fitzhugh, Dallas 4, Texas.

Do you have a place in your organization for an A-1 secretary with ambitions to enter the talent line of radio? Seven years office experience. Recent graduate radio school. Contralto voice. Photo and disc available. Box 333, BROADCASTING.

Announcer-salesman from staff announcer to salesman to sales manager of 1 kw network affiliate in one year. Age 25, excellent appearance, former Marine officer. Available June 1. I can handle any announcing chore and can sell. All inquiries answered. Box 334, BROADCASTING.

Chief engineer, eleven years broadcast. Thoroughly experienced all phases including construction. Married. Southeast or east. Box 335, BROADCASTING.

Station manager or commercial manager available. Twenty years experience; knows most of the answers; congenial, hard hitting go-getter. Good reason for leaving last position after ten years of service. Prefer the south or southwest. Box 336, BROADCASTING.

Announcer: 3 years experience. Operate board. Prefer South Atlantic states or Southern California. Box 339, BROADCASTING.

Announcers—Limited experience—from 930. RRR, Personnel Service, Box 413, Philadelphia.

Former Air Force radar technician. Now have first class radio telephone license. Desire position in south or west. Contact Leslie Varble, Russellville, Kentucky.

Ad-lib, "personality" programs, platter and recorded shows my specialty. Also, news and straight announcing. Four years experience. I have several original, tested and proven program ideas. College graduate with wide business background. Can assist (part-time?) with time sales if desired. Age 29, single, personable. Go anywhere for best offer. Michael Murphy, 1150 N. McCadden Place, Hollywood, Calif.

Position wanted Eastern Seaboard. 1st class phone, Class A amateur, 7 years radio design. All offers considered. Write R. B. Essex, 2156 Cruger Avenue, NYC. 60.

Time salesman—Ten years radio. Exceptional sales record. Married. Box 342, BROADCASTING.

Experienced announcer-writer. Ex-GI, dependable, ambitious. Not in Who's Who, but trying. Desire position in Texas or Oklahoma, but will consider anything that looks good. What have you to offer? Reply Box 347, BROADCASTING.

Staff announcer. Excellent commentator and sports analyst. Experienced news, commercials, disc jockey. Also, write copy. Available immediately. Box 348, BROADCASTING.

Announcer, ad-lib man, continuity writer, veteran, 27, single, disc on request, write Lindner, 607 Grand Avenue, North Bergen, New Jersey.

Colorado only: Writer-announcer, after June 5. Letter and photo immediately; prefer interview. Box 349, BROADCASTING.

For Sale

Presto 87-B portable recording amplifier like new. Immediate delivery. First $225 takes it. Box 323, BROADCASTING.

For sale: Type 4247 Wincharger Tower, 180 feet, complete with guy wire hardware, guy insulators and base insulators. No anchors or lighting. Tower now stored Sioux City, Iowa. Immediate delivery. Price $750.00. Box 328, BROADCASTING.

Radio station under construction in rapidly developing Pacific Coast town and county. Box 1035, St. Helens, Oregon.

Two Presto 6-N recorders with 1-C cutter heads, also Presto 88-A recording amplifier, control panel and equalizer including one Weston 301 DB meter and table for mounting this equipment. Will also sell one Presto 8-K portable recorder complete with microphone. This equipment in best condition. Will sacrifice. Write Wm. Lounsberry, WEBC, Duluth 2, Minn.

For sale: 100 kc crystal controlled oscillator with spare crystal. Other parts to build frequency measuring equipment. Write to Radio Station WMAM, Marinette, Wisconsin. A. L. Stewart, Chief Engineer.

For sale. RCA OP-5X portable battery remote amplifier. Complete with seven spare tubes. Perfect operating conditions. Best offer takes it. Write WSOO, Box 17, Sault Ste. Marie, Michigan.

WE frequency monitor now at factory for conversion. WIKC, Bogalusa, La.

One Western Electric model 301-B transmitter with 450 TL's in the final amplifier grid modulated. Needs plate transformer for final amplifier plate supply, meter multiplier for volt meter and final amplifier. This transmitter was converted from 100 to 250 watts and was taken out of service about the 1st of December. Available for immediate shipment. Make offer F.O.B. WFRP, Savannah, Georgia.

For sale: Uniform cross-section guyed radiators. Two 160 ft., three 185 ft., two 200 ft., three 240 ft., one 250 ft., three 275 ft., two 300 ft. Above towers new, with insulators and lighting fixtures. Hoke Vertical Radiator Co., Petersburg, Virginia.

For sale: one Wincharger 78 tower, 150 feet high, complete with guys and lights. Subject to FCC approval our application. Probably available ninety days. Wire offer basis knocked down F.O.B. to Ben Sanders, Manager, KICD, Spencer, Iowa.

RCA 76-A console recently reconditioned by factory. Excellent condition. $650.00. KRDU, Dinuba, California.

Utah wire recorder complete with microphone and extra wire. First 300 takes it. KUTA, Salt Lake City, Utah.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale: One Harrel steel-tubular type antenna now in use, complete with lights, flasher equipment, guy wires and insulators; available about 60 days first $1500.00 takes it F.O.B. WASK, Lafayette, Indiana.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Radio Station KFVD, Los Angeles.

Radiotone type R-16 recording machine, including: Two complete recording turntables for continuous recording; both turntables record at 33 1/3 and 78 RPM; built-in amplifier and radio; carrying cases for both turntables with loud speaker in lid of one case. Write KFEQ, St. Joseph, Missouri.

Two Blaw-Knox, 165', square base, self-supporting, insulated towers. WCAO, 811 West Lanvale Street, Baltimore 17, Maryland.

Wanted to Buy

Wanted to buy: Controlling interest in 250 watt network affiliate. Box 311, BROADCASTING.

Wanted—New or used 5 kw AM transmitter, also associated equipment. Box 312, BROADCASTING.

Miscellaneous

Improve your announcing. Learn network technique. Get the announcer's Handbook. Send $2.00 to Ryan, 502 17th Ave., N., Seattle 2, Washington.

Grants

(*Continued from page 13*)

move from 1450 to 1470 kc and raise power from 250 w to 1 kw (DA).

WKBZ Muskegon, Mich. (ABC, MBS) which won a Supreme Court decision over FCC in famed Ashbacker-Fetzer case but then lost in FCC hearing, was granted a change from 1490 to 850 kc and increase from 250 w to 1 kw (DA).

More Power for KOME

KOME Tulsa (ABC, MBS) was authorized to switch from 1340 to 1300 kc and increase from 250 w to 5 kw day and 1 kw night (DA).

WMAZ Macon, Ga. (CBS affiliate), increases from 5 to 10 kw (DA) on 940 kc.

KWJJ Portland, Ore. (United-Pacific affiliate) goes from 1 to 10 kw (DA) on 1080 kc.

Mobile (Ala.) Daily Newspapers Inc., publishers of the Mobile *Register* and *Press*, received a grant for Mobile's fourth outlet, a regional on 1480 kc with 5 kw (DA).

Mrs. J. E. Messervy, Republican National Committeewoman of South Carolina, is principal stockholder (51%) of a company given a grant for Louisville, Ky.'s sixth station, a 1-kw daytime outlet on 1570 kc.

A third station for Amarillo, Tex. was authorized in a grant for 940 kc with 1 kw (DA) to a group including several persons associated with KASA Elk City, Okla.

Rochester, N. Y.'s fifth outlet was authorized in a grant to a company principally owned by stockholders of WKST New Castle, Pa.

Darrold A. Cannon, former manager of KGKO Ft. Worth, was granted a new station at Wichita Falls, Tex., on 990 kc with 5 kw day and 1 kw night (DA at night).

WHKC Columbus, Ohio (MBS affiliate) increases on 610 kc from 1 to 5 kw (DA).

Baseball Commissioner A. B. (Happy) Chandler, former Kentucky Governor and one-time Senator, heads a grantee company for a new station at Versailles, Ky., on 590 kc with 1 kw (DA).

KCRA Sacramento (NBC affiliate) moves from 1340 to 1320 kc and increases power from 250 w to 1 kw (DA).

Sioux Falls Change

KELO Sioux Falls, S. D. (NBC affiliate), acquired by Sam Fantle Jr. in the separation from KSOO under the duopoly rule, moves from 1230 to 1320 kc and increases from 250 w to 5 kw (DA at night).

KTOK Oklahoma City (ABC affiliate) switches from 1400 to 1000 kc and raises power from 250 w to 5 kw day and 1 kw night (DA at night).

A new station at San Fernando, Calif. to operate on 1260 kc with 1 kw (DA), was granted to a group headed by J. G. Paltridge, former KFI Los Angeles promotion manager.

A fifth station at Des Moines was authorized in a grant to Des Moines Broadcasting Corp. for 1150 kc with 1 kw (DA).

Dr. Charles W. Mayo of Mayo Clinic and his wife are principals in a company granted 970 kc with 1 kw (DA) for a new station at Rochester, Minn.

AFL

(*Continued from page 13*)

days. The daytime programs will be written successively by Eleanor Abbey, William Moorwood, Ted and Mathilde Ferrell, Lynn Stone and Addy Richton, and Elaine Sten Carrington, and will begin May 5. The Thursday night program will start May 8. Top radio and screen stars have agreed to appear on the broadcasts at union scale. The New York unit of the committee consists of Ed Byron, George Heller, Phyllis Perlman, Peter Lyon and George Zachary, assisted by Oliver Nicoll and Niki Burnett. The Hollywood unit, as yet unformed, will be coordinated by George Zachary, who leaves for the West Coast this week. A Washington group will also be organized to handle radio talks from the capital. The AFL chieftains in the new radio enterprise are George Means, secretary-treasurer of AFL, and Phillip Pearl, publicity head.

First broadcast of the AFL entertainment union's committee daytime dramatic story starting on May 5 on ABC to combat the Hartley-Taft anti-labor bill will feature Frederic March and his wife Florence Eldridge, and was written by Eleanor Abbey and directed by Lester Vail.

It was reported that entertainment Union's committee in cooperation with the AFL may buy time on Mutual for a series of talks.

General Mills Renews

GENERAL MILLS Inc., Minneapolis (flour, cereal), has renewed its *Five Star Hour* daytime serials Mon.-Fri., 1-2 p. m. (CDST) on NBC, with 52-week contract placed through Knox Reeves and Dancer-Fitzgerald-Sample.

FOR SALE

WESTERN STATIONS

One of the West Coast's longest established stations with a record of consistent and major earnings plus a fine potential. Price, $400,000.

A small market station—250 watt fulltime independent located in a rich beautiful California city. Price—$65,000.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

NAB Radio Selling Drive is Organized

Jones, Linkroum and Morrison Named to Committee

FIRST radio-promoting-radio phase of NAB's public relations movement, a long-term project designed to show the public advantages of the democratic system of broadcasting, was set in motion last week when NAB President Justin Miller appointed a committee of three to aid in producing a series of transcriptions for station use.

Named on the committee were three Washington broadcasters: Merle S. Jones, WOL general manager, chairman; Richard L. Linkroum, WTOP program director, and Robert Morrison, head of the NBC Recording Division in Washington.

The committee is charged with the duty of providing production and recording facilities as well as program advice. Program production will come under the direction of Harold Fair, new program department head, who took over his office last week. Mr. Fair formerly was program director of WHO Des Moines. He began his duties a fortnight ago at the Kansas City NAB Area C meeting. Participating in the project also will be Robert K. Richards, Director of Public Relations.

The transcription campaign was authorized by the NAB board at its January meeting in San Francisco. General plans call for a series of transcribed talks by Judge Miller but the series may be augmented by programs showing radio's achievements.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night. 950 Kc Rep by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

WOKO Albany, Facing Deletion, Files New Plea for Continuation

A NEW PLEA for reorganization and continued operation was filed with FCC last week by WOKO Albany, now facing deletion Aug. 31 on grounds of concealment of ownership [BROADCASTING, April 14].

The station petitioned for modification of the Commission's deletion order and for permission to amend its renewal application to show Harold E. Smith selling his 255 shares of stock to WOKO Inc. (licensee) for $160,000, and resigning as general manager.

Mr. Smith was found by the Commission to have aided in the concealment of a 24% interest held by former Radio Commissioner Sam Pickard. The sale and his resignation would be effective within 30 days after FCC modified its order to delete.

WOKO also proposed to offer 250 shares of non-voting stock to employes on the basis of one share available after two years of service and one share for each year thereafter, up to 12.

These plans, WOKO told the Commission, are intended "to eliminate from the corporation any and all evil-doers responsible for the position in which [WOKO] now finds itself." The station said the changes would permit WOKO to continue its service and yet serve notice that "leniency in dealing with false statements and concealment of facts can no longer be expected from the Commission."

A modification of the deletion order and grant of the amended applications, the station argued, would "avoid considerable needless expense as well as time and effort which would necessarily be incurred and involved if it became necessary to file a new application for a construction permit and to be forced into a hearing involving other applicants seeking the facilities of WOKO."

Action Deferred

In ordering the station to terminate operations, FCC deferred action on an already-heard application of Van Curler Broadcasting Corp. for WOKO's 1460-kc regional assignment. The Commission said it would accept new applications for the frequency until June 1.

WOKO's new reorganization bid goes farther than the one denied by FCC in its April order. The latter involved exchange of Mr. Smith's voting stock for non-voting shares—and resignation of Mr. Smith as an officer and director but not as general manager. Raymond M. Curtis would then have control (255 shares) and the rest (250 shares) would be held by Press Co., publisher of the Albany *Knickerbocker News*.

Under the new plan, $50,000 of the $160,000 purchase price for Mr. Smith's shares would be paid upon FCC's modification of the order, $55,000 by note payable six months later and $55,000 payable 18 months later. The petition was filed by Samuel Jacobs, Albany attorney and WOKO secretary.

FCC Authorizes Four New AM Stations in Final Decisions

FINAL DECISIONS were handed down by FCC last Monday authorizing a sixth AM outlet for Baltimore; a second for Chester, Pa.; a fourth for Pueblo, Colo., and the first for Danville, Ky.

1. Grants to Key Broadcasting Corp. for a daytime station at Baltimore on 750 kc with 1 kw, and to James M. Tisdale for 250 w daytime operation on 740 kc at Chester, Pa., and denial of Paul W. Delehanty's application for 740 kc with 250 w at Chester [BROADCASTING, April 7].

2. Grant to Pueblo Radio Co. for a 250 w fulltime station at Pueblo on 1230 kc, and denial of the mutually exclusive application of Dorrance D. Roderick, owner of KROD El Paso and stockholder in several other Southwestern radio operations [BROADCASTING, March 10].

3. Grant to Commonwealth Broadcasting Corp. for a new station at Danville, Ky. on 1230 kc, conditioned on Commonwealth's applying for 250 instead of 100 w. Danville Broadcasting Co.'s application for the same facilities was denied [BROADCASTING, Jan. 20].

Key Broadcasting is owned by 10 business and professional men with George E. Hull as president and William R. Burrier, engineer with Westinghouse Electric & Manufacturing Co., to be general manager. Mr. Tisdale, Chester grantee, is an engineer formerly with WIP Philadelphia. Pueblo Radio Co. is headed by Dee B. Crouch, Marine veteran (about 8.7%) and is controlled by Mrs. Zula Seaton, his mother (about 56.5%). Commonwealth Broadcasting, at Danville, is headed by William T. Isaac, tobacco company sales executive (25%) and its chief stockholder is James D. Russell, engineer at Kenrad Division of General Electric Co. (50%, including 1% held by his wife).

WREN MOVE, OUTLET IN MILWAUKEE GRANTED

AN ORDER granting Midwest Broadcasting Co. a new 5 kw fulltime station on 1250 kc at Milwaukee and authorizing WREN Lawrence, Kan., to move to Topeka and operate with 5 kw day and night on 1250 kc, sharing with KFKU Lawrence, was announced by FCC last Friday.

The action came after WREN and Midwest reached agreements eliminating mutual interference and asked the Commission to bypass the proposed decision customary in hearing cases. Midwest revised its fulltime directional pattern to reduce conflict with existing stations. The grant to WREN was on condition the station file for use of a four-element nighttime antenna system which Midwest proposed for it and to which WREN agreed.

WREN is now on 1250 kc with 5 kw day and 1 kw night, sharing with KFKU. Midwest is grantee of WPAW (FM) Milwaukee. Owners:

George E. Inghram, formerly with Milwaukee stations; John A. Fleissner, Milwaukee postmaster; R. C. Borchert, contractor, and Oliver J. Vivian, loan company executive, all with about 20.83% each; Clifford A. Randall, attorney, about 16-2/3%.

District 2 of NAB Meets in New York

A TWO-DAY MEETING of NAB District Two, comprising New York and New Jersey, will be held at New York's Waldorf-Astoria today and tomorrow (May 5-6), with Michael R. Hanna, general manager of WHCU Ithaca and District 2 director, presiding.

This morning's session will open with an FM discussion by Robert T. Bartley, NAB FM director; Leonard Asch of WBCA Schenectady; Ira Hirschmann of WABF New York and John V. L. Hogan of WQXQ New York. A. D. Willard Jr., NAB executive vice president, will discuss "The New Structure and Enlarged Activity of NAB." Dr. Kenneth Baker, NAB director of research, will speak on "The NORC Survey of Public Opinion of Radio."

Holcombe Parkes, vice president in charge of public relations, NAM, will address the luncheon session on "The Public Relations of Public Relations."

The music situation will be taken up this afternoon by Theodore C. Streibert, president of WOR New York and chairman of the NAB Music Advisory Committee; Carl Haverlin, president, and Sydney Kaye, vice president and general counsel of BMI. Helen Wood of WIBX Utica and Frank Pellegrin, NAB director of broadcast advertising, will discuss "Broadcast Advertising and Retail Radio Advertising."

Small market stations, the first topic tomorrow morning, will be handled by Si Goldman, WJTN Jamestown, and C. Allen Brown, NAB assistant director of broadcast advertising. The rest of the morning's agenda will feature talks by NAB President Justin Miller on "Radio Broadcasting and Public Relations," and by NAB general counsel Don Petty.

The afternoon session calls for discussions by Hugh Feltis, BMB president, and representatives of ANA and AAAA; and Richard P. Doherty, NAB director of employer-employe relations.

NAB Roanoke

(*Continued from page 16*)

a resolution endorsing BMB's survey or plans for a second study despite a strong statement on behalf of the audience plan by Linnea Nelson, chief timebuyer, J. Walter Thompson Co., who told how advertising agencies are utilizing BMB figures in placing business.

Miss Nelson said agency timebuyers regard station claims based on BMB figures as bearing a "seal of approval." She described in detail several campaigns placed by her agency on the basis of BMB coverage data, which in many cases have shown that stations are doing a better job than other coverage methods reveal. "I hope we never have to be without BMB material," Miss Nelson said. She appeared as a representative of the AAAA.

Further BMB Praise

J. Harold Ryan, NAB and BMB director, said broadcasters must equip themselves with the "best tools to get business" as operating costs continue to rise. He said BMB has brought agencies, advertisers and broadcasters closer.

Much of the Monday and Tuesday sessions followed the line of past area and district meetings. A. D. Willard Jr., NAB executive vice president, described association activities, now that the executive staff has been completed. He urged stations to support the uniform time bill, reviewed work of departments and reiterated that freedom of radio depends on financial stability and conversely financial ability depends on freedom of radio.

At the Tuesday small market session Hugh Potter, WOMI Owensboro, Ky., and District 7 small market chairman, presided. Participating on the platform were Robert Mason, WMRN Marion, O., and R. Sanford Guyer, WBTM Danville, Va., executive committee members, and John W. Shultz, WMVA Martinsville, Va., District 4 small market chairman. Frank E. Pellegrin, Director of Broadcast Advertising, pointed out NAB services to small stations and reviewed means of increasing business, especially in the retail field. He suggested readjustment rates, better copy, group selling and sale of newscasts.

"SMILE," SAID THE GIRL with the camera, and these Roanoke conventioneers cooperated cheerfully (l to r): Joseph Eaton, WHAS Louisville; Ernest Lackey, WHOP Hopkinsville, Ky., city mayor; Harry Callaway, WHAS Louisville; J. Frank Jarman, WDNC Durham, N. C.; P. E. Lackey, Lackey Group; H. K. Carpenter, United Broadcasting Co.

Mr. Mason suggested methods of developing community leadership by participation of the station and personnel in community movements.

Carl E. Duckett, WBOB Galax, Va., and Walter M. Windsor, WDVA Danville, Va., took part in discussion of operator requirements, criticizing present FCC standards.

Judge Justin Miller, NAB president, reviewed principal broadcast problems and regulatory developments. He told stations to become public relations conscious and disclosed plans to be developed under direction of Robert K. Richards, new Director of Public Relations. He also urged stations to editorialize.

"Some of these days the Mayflower Decision is going to be taken off the books," he said, reminding that the First Amendment of the Constitution protects broadcasting just as it protects newspapers. Broadcasters definitely have the right to edit, he said. How far they go is up to them, he added. He insisted their qualifications are at least as high as those of newspapermen.

Hugh Feltis, BMB president, gave his review of the bureau's work. Kolin Hager, SESAC, described the copyright bureau's activity in the music field. Carl Haverlin, new BMI president, told of the music licensing agency's activities.

Mr. Doherty's Statement

Mr. Arnoux, serving as chairman of the Monday proceedings, introduced Harold Essex, WSJS Winston-Salem, N. C., chairman of the District 4 Employe-Employer Relations Committee, who in turn introduced Richard P. Doherty, NAB department head.

"We haven't solved the problems of America by running to the Government," Mr. Doherty said in calling on stations to devote close attention to labor relations. He warned that unionism will not be static, and that in case of a business recession the unions will recede on wage demands and concentrate on working conditions, guaranteed employment conditions and other demands. He outlined departmental services and closed with a question-answer session. Kenneth H. Baker, NAB Director of Research, gave his illustrated talk on the NORC public opinion survey of broadcasting.

At the Monday afternoon Sales Managers Clinic Ollie L. Carpenter, WPTF Raleigh, and Harry Camp, WGAR Cleveland, Districts 4 and 7 sales managers chairmen, presided jointly. Frank E. Pellegrin, NAB Director of Broadcast Advertising, outlined NAB sales and advertising services.

When Mr. Camp reviewed advantages of the Standard Contract Form, Lester L. Gould, WJNC Jacksonville, N. C., said sponsors would be suspicious of the fine print. John M. Rivers, WCSC Charleston, S. C., said if local advertisers object, a covering letter can explain that the contract is subject to these standard conditions.

Dual Protection

J. Dudley Saumenig, WIS Columbia, S. C., pointed out that the standard provisions protect both advertisers and stations.

Mr. Pellegrin recalled difficulties experienced by timebuyers in placing business because of variations in station contracts and said 128 different forms of contracts were found in a study.

Judge Miller asked if a station could use the standard contract for national business only. Mr. Pellegrin said the station could do this if it wished. Judge Miller added that if he were a station attorney he would take a chance on signing the business without the contract.

Mr. Pellegrin explained the Joske clinic reports and noted that two new reports, covering promotion and test projects, had gone to the printer and would be available soon.

Mr. Carpenter reviewed the local-national rate problem. John Sinclair, WBRW Welch, W. Va., asked if a station planning to adopt a single rate should raise the lower rate or lower the higher rate. Mr. Pellegrin said it depended on the particular situation.

The clinic adopted a resolution which skipped the single-rate issue but endorsed use of the terms "general" and "retail" instead of "national" and "local."

Monday Banquet

Radio is getting kicked around, Sol Taishoff, editor and publisher of BROADCASTING, told the Area G banquet Monday, listing a series of "we don't likes" which are obvious, and a series which aren't so obvious. Mr. Arnoux, toastmaster, introduced the speaker of the evening.

Among obvious "we don't likes" Mr. Taishoff listed: FCC's attitude that it's a sin to earn a profit; wholesale licensing of standard stations regardless of good engineering standards; fomenting of discord by pitting standard broadcasters against FM operators and FM against television; the Blue Book; antics of the "great dissenter"; allergy of some broadcasters to criticism; encirclement of radio by Petrillo and other unions, as well as secondary boycotts; lethargy of some broadcasters toward new legislation.

Not so obvious, he said, are "lifted eyebrow" regulation; tem-

(*Continued on page 92*)

Sterling Net Down

STERLING DRUG showed a net profit of $3,615,918 for the first quarter of 1947, after all charges and provision of $2,836,471 for Federal and foreign taxes. This amounts to 96 cents per common share, as compared with $1.01 per common share on earnings of $3,822,295 for the corresponding period in 1946.

WHERE'S CASEY?

CBS STATIONS
Cover All of Oklahoma

KTUL
5,000 WATTS

KOMA
50,000 WATTS

No "Spotted Coverage" when you use spots on these Sooner Twin stations

Avery-Knodel—National Representative

KTUL TULSA KOMA OKLA. CITY

SIX MEMBERS of NAB board attended Area G meeting last week at Roanoke. Gilmore Nunn, new 7th District director, was elected successor to James D. Shouse, WLW Cincinnati, who declined to run for reelection. Seated, l to r: G. Richard Shafto, WIS Columbia, S. C. (medium stations); Campbell Arnoux, WTAR Norfolk, 4th District; Mr. Shouse; J. Harold Ryan, Fort Industry Co. (large stations). Standing, Wayne Coy, WINX Washington (small stations); T. A. M. Craven, WOL Washington (medium stations).

NAB Roanoke

(Continued from page 91)

porary renewals; competitive outlook in local markets where new stations sacrifice ethics to get business; impinging on freedom of speech by the FCC's "whittling away" process.

Free speech is found in this hemisphere, and in two tiny principalities of Europe, he said, pointing to the use of radio by totalitarian rulers to subjugate the people. He cited the freedom of U. S. commentators to comment freely on Secretary of State Marshall's speech as an example of American freedom, and asked rhetorically if Molotov's views could receive similar treatment.

In reviewing the legislative history of radio regulation Mr. Taishoff recalled that the old Federal Radio Commission was created in 1927 as a temporary agency to do a "traffic cop" job.

FCC's Diversified Task

Now the FCC is immersed in many diverse subjects, he said, such "as the value of local news to a listener as against international news; the listener's tastes in music—whether he wants Spike Jones or Toscanini and, if he wants either, whether he wants it with or without sponsorship; the amount of commercialism to be permitted; the time of the day when a farmer listens to the radio. In other words, the traffic cop, whose function the law presumes is to direct the traffic and arrest the offenders, now is stopping the motorist in midjourney to ask him not only where he is going, but where he has been and why he is travelling and who is buying his gasoline."

All these have culminated in the Blue Book, he explained, describing it as faded to a pastel gray but not yet bleached white. The book remains a threat to free radio until deleted by Congress or the courts, Mr. Taishoff insisted.

Mr. Taishoff said Senator White (R-Me.) has drafted a bill which appears "90% on the right side of the regulatory ledger." BROADCASTING is sounding industry sentiment on legislation through Audience Surveys Inc., he said, and will soon publish the results. He conceded it might not be possible to get a law this year, but pointed to 1948, a Presidential year.

He referred to the "pro forma" FCC investigation resolution introduced by Rep. Wolverton, favoring it against a "witch-hunting" inquiry.

The legislative goal, he concluded, is this, "The licensing authority shall have no power to regulate the programs or the business aspects of the mass communication media."

At the conclusion of Mr. Taishoff's talk, Mr. Arnoux called on all broadcasters to join in a united drive to preserve freedom of radio.

Howard at NAB Post

ROYAL V. (Doc) HOWARD, new Director of Engineering of the NAB, took over his office last week, filling the association's departmental setup for the first time since before the war. Mr. Howard resigned as vice president of Associated Broadcasting Co., San Francisco, to accept the NAB appointment.

Sandberg Named

HENRY SANDBERG, former director of market research of the Post Cereals Division, General Foods Corp., New York, has been appointed sales and advertising manager of that division, succeeding James North, who has joined Foote, Cone & Belding, New York as vice president. Richard H. Moulton, former Western sales manager of Post Cereals Division, has been named to succeed Mr. Sandberg.

Registration at Roanoke NAB Meeting

A

Mr. and Mrs. Campbell Arnoux, WTAR; Milton N. Adams, WBTM; Bob Amos, WHKP; John Andrew, Associated Program Service; Mr. and Mrs. W. N. Abbot, WTMA; A. S. Aden, WPUV; Frederick L. Allman, WSVA.

B

Paul C. Buford, WSLS; George Brantley, WTAR; Fred Bock, WADC; Andrew W. Bennett; Mr. and Mrs. Travis Barnes, WTAR; Kenneth H. Baker; Charles B. Britt, WLOS; Otto Brandt, ABC; Walter A. Bowry, Jr., WMBG; C. Alden Baker, WFHG; Carl J. Burkland, WTOP; Walter Brown, WSPA; Frank Blair, WARL; Charles P. Blackley, WTON; Edward E. Bishop, WGH; Ken Beachboard, WISE; G. F. Bauer, WINN; Melvin F. Barnett, WHIS; James W. Blackburn, Blackburn-Hamilton Co.; Lambert B. Beeuwkes, WROV; M. Byrd, WAYS; Mr. and Mrs. Gerald F. Boyd, WPAY; Randolph Bean, WCHV; C. Stanley Bailey, Burn Smith Co.; J. Frank Beatty, BROADCASTING Magazine.

C

T. A. M. Craven, WOL; Wayne Coy, WINX; Virginia N. Cooper, WJLS; H. K. Carpenter, WHK; Charlie Crutchfield, WBT; James W. Coan, WTOB; James W. Campbell, UP; Joseph P. Crockett, WBOB; R. Kilbourne Castell, WARL; Mr. and Mrs. Eugene Carr, Bruch-Moore Newspapers; Harry Callaway, WHAS; James D. Clark, Jr., WRVA; Ray Currie, TSI; Mr. and Mrs. O. L. Carpenter, WPTF; Sam Carey, WRVA; Harry Camp, WGAR.

D

F. G. Dykstra, Transcription Sales; Jimmie Darnell, WHAR; Carl E. Duckett, WBOB; R. P. Doherty, NAB; Ralph H. DeLong, WHK; A. L. Dren, WCBT; R. A. Dunlea, WMFD; Victor W. Dawson, WFNC; Harmon Duncan, WDUK; W. Ward Dorrell, C. E. Hooper Inc.

E

Ted Elland, WSAZ; Foster Edwards, WEMJ; F. J. Evans, WPLH; Mr. and Mrs. Harold Essex, WSJS; Robert W. Ehrman, WCFM; Ralph G. Elvin, WLOK; Mr. and Mrs. Don S. Elias, WWNC; Edward E. Edgar, WGH; Joe Eaton, WHAS; Carl M. Everson, WHKC; Robert C. Estes, WSJS; Philip Eakin, WFNS.

F

Horace Fitzpatrick, WSLS; Hugh Feltis, BMB; Bertram C. Finch, Branham Co.; Mr. and Mrs. Floyd Fletcher, WTIK; Mr. and Mrs. Fred Fletcher, WRAL-FM; J. P. Fishburn, WDBJ; Samuel E. Feldman, ASCAP; Mr. and Mrs. Robert G. Fehlman, WHBC; E. Y. Flanigan, WSPD; Harry A. Friedenburg, Marfree Adv. Corp.

G

R. Sanford Guyer, WBTM; W. Harold Gray, WFLO; Lester L. Gould, WJNC; W. Guenther, WLWA; Elizabeth Greene, WCYB; Raymond T. Gilley, Marfree Adv. Corp.; Mr. and Mrs. W. H. Goan, WAYS; E. J. Gluck, WSOC.

H

Bart Horswell, Cardinal Co.; John W. Harkrader, WDBJ; Richard L. Hamann, Cardinal Co.; Allen Haid, WMMN; Fred F. Hague; James A. Hogan, WWNC; Ken Hackathorn, WHK; Cecil B. Hoskin, WWNC; Carl Haverlin, BMI; Mr. and Mrs. Fred L. Hart, WLPM; Robert M. Hall, WLOS; Kolin Hager, SESAC; Mrs. James A. Hogan, WWNC; Jack T. Helms, WNVA; R. B. Helms, WHLN; R. J. Horst, Transcription Sales; Ralph Hatcher, CBS; Bob Harrington, WSVA; Mr. and Mrs. John C. Hanner, WCPS; Louis N. Howard, WHIT; C. Harris, WGRC; Jack P. Hankins, WFNS-WFNS-FM.

I

Don Ioset, Mutual Network; Robert L. Irwin, Dow, Lohnes & Albertson.

J

Ray P. Jordan, WDBJ; Merle S. Jones, WOL; Allen Jones, WLPM; J. F. Jarman, WDNC; Lester Jacobs, Frank Jones, WCUL; Mrs. Merle S. Jones, WOL; G. Fred Johnson, Anson Radio & Bdc. Co.; John G. Johnson, WTOB.

K

J. Robert Kerns, WHIZ; Bob Keller, Robert S. Keller, Inc.; Adna Karns, Transcription Sales; John Koepf, Fort Industry Co.; H. F. Kerns, WCFM; Gaines Kelley, WFMY; Lee Keller, UP; Frank E. Koebler, WROV; A. K. Kelly, WCOL.

L

Mr. & Mrs. Robert M. Lambe, WNCA; Pierce E. Lackey, Lackey Group; Ernest Lackey, WHOP; Kay Lee, Houck & Co.; R. A. Lyon, Anson Radio & Broadcasting Co.; E. B. Lyford, NBC; C. T. Lucy, WRVA; L. B. Leonard, WISE; Ellis Landreth, WBRW; John Langlois, Lang-Worth; Cy Langlois, Lang-Worth.

M

James H. Moore, WSLS; Charlie Lou Moore, WSLS; Glake Merrill, WHAR; Bob Menefee, WSLS; Lin Mason, Transcription Sales; R. W. Mack, N. W. Ohio Bcstg. Corp.; W. R. Murray, WPUV; Bob Morrison, NBC Radio Recording; Truman A. Morris, WCMI; Mrs. R. S. Morris, WSOC; Robert B. Mackall, WFMS; James A. McManus, Branham Co.; Joseph H. McGillvra, Station Rep.; Francis X. McDonough, Dow, Lohnes & Albertson; Claude W. Meares, WCBT; R. H. Moody, WHIO; Mr. and Mrs. Richard H. Mason, WPTF; Bob Mason, WMRN; Justin Miller, NAB; R. S. Morris, WSOC.

N

J. Edward Newman, WDBJ; Mr. and Mrs. John W. New, WTAR; Leland O. Nelson, WGBR; Len Nasman, WFMJ; Gilmore Nunn, Nunn Stations; James H. New, WTOP; Paul Norris, WTIK; H. D. Newwirth, Worth Associates; Mr. & Mrs. Wayne M. Nelson, WAYN; Linnea Nelson, J. Walter Thompson Co.

O

Mr. and Mrs. J. M. O'Hara, WMAN; Richard H. Othey, WTNS.

FORT INDUSTRY STATIONS occupied table at NAB Area G banquet at Roanoke. Seated (l to r), John Koepf, Washington representative; E. Y. Flanigan, WSPD Toledo; George B. Storer, president; J. Harold Ryan, vice president and treasurer. Standing, William E. Rine, WWVA Wheeling; J. Robert Kerns, WHIZ Zanesville; Lee B. Wailes, general manager of group; Allen Haid, WMMN Fairmont; Ralph Eldin, WLOK Lima.

P

Mr. and Mrs. Emerson J. Pryor, WRRN; Mrs. Wenfield Preston, WOL; T. H. Patterson, WRRF; Hugh Potter, WOMI; Ray Penner, WLOW; George C. Patterson, WAVE; John F. Patt, WGAR; Frank E. Pellegrin, NAB; Dave Partridge, WLW; Edgar Parsons, WRFD; J. M. Price, RCA; Gordon R. Phillips, WROV; Eric Paige, WMRN; Paul F. Peter, Frazier & Peter; Herbert G. Palst, WMOH.

R

Mr. and Mrs. N. L. Royster, WOLS; Marshall Rosene, WSAZ; W. R. Roberson, WRRF & WRRZ; William E. Rine, WWVA; Mr. and Mrs. R. W. Richmond, WHKK; Paul Reynolds, WDBJ; Norman Reed, WWDC; Mr. and Mrs. Paul W. Reed, WFAH; J. Harold Ryan, Fort Industry Co.; Fey Rogers, WCYB; Mrs. Martha R. Rivers, WCSC; John M. Rivers, WCSC; E. G. Rinn, WINN; N. Joe Rahall, WWNR; Mr. and Mrs. Thomas A. Rogers, WCLT.

S

Frank M. Stearns, AP; Ken Sparnon, BMI; R. H. Smith, WCYB; Joe L. Smith, Jr., WJLS; Lynne C. Smeby, Ohio-Michigan Bk. Corp.; Harold B. Shaw, WOAY; Sam Sague, WSRS, WSRS-FM; Arleton D. Smith, WRC; John W. Shultz, WMVA, WBOB; Gerald Swisher, AP; J. Porter Smith, WGRC; Mr. and Mrs. G. Richard Shafto, WIS; Charles E. Seebeck, WTON; Dan Schmidt, III, NBC Recording Div.; J. Dudley Saumenig, WIS; George A. Speese, WMRN; Neal Smith, WLW; J. D. Shouse, WLW; Alex Sherwood, Standard Radio; John Sinclair, WBRW; Harry B. Shaw, WSJS; James W. Seiler, WRC.

T

Henry E. Thomas, WSLS; Mr. and Mrs. Sol Taishoff, BROADCASTING Magazine; Stephen Tuhy Jr.; Mr. and Mrs. Harold Thoms, WISE; John A. Toothill, Burn-Smith Co.

V

Guy Vaughan Jr., WSPA; Victor Vonn, Standard Rate and Data Service; Vic Vickery, SESAC.

W

Phil Wood, WFMJ; Bob Wolheim, Cardinal Co.; Mrs. W. L. Willis, WSVS; W. L. Willis Jr., WSVS; J. E. Willis, WLAP; W. P. Williamson Jr., WKBN; W. E. William, WFRC; E. S. Whitlock, WRNL; Mr. and Mrs. Henry Whithead, WTAR; Miller Welch, WLAP; George S. Walston, WRRZ; Mr. and Mrs. George Walker, WAIR; Mr. and Mrs. A. D. Willard Jr., NAB; Jack Weldon, WWOD; Lawrence Webb, WJW; Charles C. Warren, WCMI; Avery Wynn, WEED; Anne Wynn, WEED; Thomas W. Wilson, Dow, Lohnes & Albertson; Mrs. W. A. Wilson, WOPT, WOPT-FM; Ralph Wallerstein, WMBG; Mr. and Mrs. Robert M. Wallace, WOHS; David C. Woods, WRVA; Mr. and Mrs. Robert C. Wolfender, Mountain Broadcasting Service; Walter M. Windsor, WDVA; W. A. Wilson, WOPT, WOPT-FM; Eleanor F. White, WRVA; Bruce Wallace, WTNS; Lee B. Wailes, Fort Industry Co.

Y

William E. Young.

Legislative Mill

S. 736—Bill authorizing District Commissioners to establish daylight saving time in the capital and surrounding areas, signed into law by President Truman on April 30, after final passage in the House April 28. Bill introduced March 25 by Sen. J. Howard McGrath (D-R. I.).

S. J. Res. 102—Joint resolution to permit United States common communications carriers to accord free communication privileges to official participants in the world telecommunications conferences to be held in Atlantic City, starting May 15. Passed by the Senate April 28.

Marshall, Webb Named Heads Of Florida, Alabama Groups

GLENN MARSHALL, JR., WMBR Jacksonville, was elected president of the Florida Broadcasters Assn. and Hugh Webb, WFEB Sylacauga, president of the Alabama Broadcasters Assn. at State meetings held last Wednesday at Birmingham prior to the NAB Area F convention.

Others elected by the Florida Association were William G. McBride, WDBO Orlando, vice president; Jack Rathbun, WCOA Pensacola, secretary-treasurer; Charles G. Baskerville, WFLA Tampa, John M. Spotswood, WKWF Key West, and John B. Browning, WSPB Sarasota, directors. Retiring president was James M. LeGate, WIOD Miami.

Series of transcribed programs by Florida Gov. Millard Caldwell for FBA members was recommended. John I. Prosser, WKAT Miami Beach, proposed use of a reversible circuit patterned after West Coast line arrangements. FMA maintains an office at the State capital in charge of Ken Bellinger.

Other officers elected by the Alabama association were F. Marion Hyatt, WJHO Opelika, vice president; F. E. Busby, WKRG Mobile, secretary; Bert E. Bank, WTBC Tuscaloosa, and A. L. Smith, WHBS Huntsville, directors. Henry P. Johnston, WSGN Birmingham, was retiring president.

NAB Birmingham

(*Continued from page 16*)

Miss., District 6 director, presided at that district's meeting, held at the Tutwiler Hotel. Mayor Cooper Green, of Birmingham, officially welcomed broadcasters at each meeting and praised them for their eagerness to serve the nation.

DISTRICT 5 MEETING

John Fulton, WGST Atlanta, speaking on public relations, urged stations to keep in close touch with public needs. Wilton E. Cobb, WMAZ Macon, Ga., suggested broadcasters get together in a clearing house to decide what kind of advertising is objectionable. "If an advertisement is against public interest or good taste it should not be broadcast over any station and the conscientious broadcaster should be protected against those less careful in the type of copy they accept," he said, adding that some stations are embarrassed by turning down copy which the station across town later accepts.

Mr. Johnston, speaking on labor relations, said, "Management might exercise better judgment in the type of men employed, and must take time out to gain a thorough understanding of labor relations."

James M. LeGate, WIOD Miami, urged broadcasters to start their public relations "at home." He criticized NAB for not providing more time to get behind the O'Hara Bill (HR-2740), warned of danger in activities of the Progressive Citizens of America, and paid tribute to appointment of Robert K. Richards as NAB Director of Public Relations.

Jack Williams, WAYX Waycross, Ga., presided at a sales managers discussion in which Glenn Marshall Jr., WMBR Jacksonville, Fla.; James W. Woodruff, WRBL Columbus, Ga.; John M. Outler Jr., WSB Atlanta; Frank Crowther, WMAZ Macon, Ga.; Archie S. Grinalds, WMOB Mobile, Ala., and Stanton P. Kettler, WGBS Miami, participated. Hitch-hikes, chainbreaks and overcommercializing were discussed.

A. D. Williard Jr., NAB executive vice president, addressed the noon luncheon on the NORC public opinion survey.

Mr. Johnston was toastmaster at a banquet held Thursday night.

DISTRICT 6 MEETING

Charles J. Wright, WFOR Hattiesburg, Miss., presided at a small market stations meeting, urging cooperation of stations with the NAB. He said business in general is better this year, with spot business considerably improved in the South. He recommended that agencies and advertisers appraise southern markets more closely since per capita income in many cities is higher than New York City.

Harry Stone, WSM Nashville, heading a labor relations discussion, urged broadcasters to concern themselves closely with all employe relations. Henry W. Slavick, WMC Memphis, suggested stations check music use closely.

Robert Atherton, KWKH Shreveport, advised scientific analysis of program structures, showing charts depicting his station's programming.

Vernon Anderson, New Orleans engineering consultant and general manager of KLOU Lake Charles, La., discussed advances in the art of frequency engineering and solution of dual AM-FM installation problems. He urged caution in selecting mid-town building sites in preference to out-of-town sites.

Julian F. Haas, KARK Little Rock, chairman of the sales managers meeting, led a discussion on sales problems, the Joske report and chain store selling. Participants were Louis Read, WWL New Orleans; Dean Upson, KWKH Shreveport; Carter M. Parham, WDOD Chattanooga; Cliff Goodwin, WMC Memphis; John P. Hart, WBIR Knoxville; Frank E. Pellegrin, NAB Director of Broadcast Advertising. Kenneth H. Baker, NAB Director of Research, addressed the District 6 luncheon.

Upcoming

May 12-13: NAB Standards of Practice Committee, Waldorf-Astoria, New York.
May 13: NAB-ASCAP Joint Negotiating Committee, Waldorf-Astoria, New York.
May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.
May 21-22: NAB Board of Directors, Washington.
May 22: RMA-FMA Liaison Committee, Statler Hotel, Washington.
May 25-28: Advertising Federation of America Annual Convention, Hotel Statler, Boston.
May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.
May 28: FMA Region 2 (Ohio, Ind., Ky., W. Va.), Gibson Hotel, Cincinnati.
June 1-2-3: NAB District 1, Somerset Hotel, Boston.
June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Nati. Federation of Sales Executives, Biltmore Hotel, Los Angeles.
June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.
June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

Second FMA Region Meeting is Planned

Four-State Session Later This Month Set for Cincinnati

SECOND regional meeting of FM Assn. will be held May 28 at the Gibson Hotel, Cincinnati. Participating will be the four States in FMA's Region 2—Indiana, Ohio, West Virginia and Kentucky.

Taking part will be top officials of FMA, including Roy Hofheinz, KOPY Houston, president; Everett L. Dillard, WASH Washington, vice president; Leonard L. Asch, WBCA Schenectady, board member, and Bill Bailey, FMA executive director.

Agenda for the meeting has not been announced but tentative arrangements call for talks by several prominent figures. Series of exhibits of latest developments in cluding the low-cost tuners for use transmitters and receivers, inwith present AM sets, will be staged in the convention headquarters. A demonstration of FM's high-fidelity qualities is planned, similar to that staged at the first FMA regional meeting held April 14 at Albany [BROADCASTING, April 21].

Two luncheon clubs have been invited to take part in the convention luncheon. Registered attendance at regular conference sessions is expected to exceed 210, the figure at the Albany meeting.

Co-chairmen of the Region 2 conference will be David G. Taft, general manager of WCTS-FM Cincinnati, and Paul Wagner, manager of WCSI Columbus, Ind.

Weaver Appointed

EVERETTE WEAVER has been appointed commercial manager of WWOD and WWOD-FM Lynchburg, Va., Jack Weldon, general manager has announced. Station is expected to go on the air sometime this month on 1390 kc with 1 kw as a Mutual affiliate. Licensee is Old Dominion Broadcasting Co.

At Deadline ...

1 KW AM OUTLETS PROPOSED FOR SANTA CRUZ, SAN JOSE

GRANTS for new 1-kw stations at Santa Cruz and San Jose, Calif., anticipated in proposed decision issued by FCC Friday.

Commission proposed to grant to Monterey Bay Broadcast Co. for 1460 kc at Santa Cruz and San Jose Broadcasting Co. for 1500 kc at San Jose. Both would be DA operations. Mutually exclusive and given proposed denials: KSAN San Francisco to move from 1450 to 1460 kc and increase from 250 w to 5 kw (DA); KTYW Yakima, Wash., to increase from 500 w to 1 kw on 1460 kc; Mission Broadcasting Co. for new station at San Jose on 1490 kc with 250 w. Comr. Ray C. Wakefield favored grant to Mission Broadcasting instead of San Jose Broadcasting.

FCC concluded Santa Cruz, with no station now, needs own outlet more than San Francisco or Yakima needs expansion of existing outlets (KSAN and KTYW). Between San Jose applicants, Commission preferred San Jose Broadcasting on basis of plans for ownership participation in station affairs.

Monterey Bay, proposed Santa Cruz grantee, is partnership of L. John Miner, KNAK Salt Lake City traffic manager, who would be manager (51%); Grant R. Wrathall, Washington consulting radio engineer and minority stockholders of KUTA Salt Lake City, KGEM Boise, and KLIX Twin Falls, Ida. (24½%); Taft R. Wrathall, brother of Grant, in aircraft instruments research (24½%).

San Jose Broadcasting, proposed grantee at San Jose, is headed by Joe E. Levitt, retail radio and electrical appliance store owner, who would be general manager (77.27%); Harvey C. Miller, attorney (13.64%); Noa S. Gayle, banker (9.09%). Mission Broadcasting, favored by Commissioner Wakefield for San Jose, is owned by Charles E. Moore and associates (60%) and Elystus L. and Harold C. Hayes and associates (40%). Mr. Moore is partner in machinery distributing company; Hayes group is associated with San Jose newspapers.

PITTSBURGH FM GRANT

FCC Friday announced order granting application of Liberty Broadcasting Co. (permittee for WPIT Pittsburgh) for Class B FM at Pittsburgh. Facilities: 20 kw effective radiated power, antenna height 495 feet, channel to be assigned. Grant was reversal of original proposal to deny application on duopoly grounds linking Liberty ownership with WSTV-FM Steubenville, Ohio [BROADCASTING, Nov. 4].

NAB AREA F DEMANDS MAYFLOWER CASE REVISION

NAB AREA F meeting in Birmingham passed joint resolution Friday asking Board of Directors "to bring about revision of inference in Mayflower case" and establish right of broadcasters to present views under their own sponsorship in keeping with constitutional guarantees of freedom of speech (early story page 16).

President Justin Miller, in addressing area, said good advertising on the air is in public interest, convenience and necessity. Richard P. Doherty, Director of Employe-Employer Relations, said he will analyze portal pay measure after studying text. Hugh Feltis, BMB president, and Frank E. Pellegrin, NAB Director of Broadcast Advertising, conducted sessions. Luncheon speakers were Carl Haverlin, BMI president, and Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York agency.

CLOCK SAVES DURR

COMR. CLIFFORD DURR, who recently broke with his FCC colleagues on Blue Book enforcement alleging they were reneging, was saved by clock on MBS *Meet the Press* from Columbus Friday night. Lawrence Spivak, *American Mercury* editor, pressing Durr hard on censorship, drew from him comment that FCC had ruled that barring atheists from air would violate First Amendment and that same thing applied to Communists on ground that if their views were expressed, public would understand better.

When Mr. Spivak observed that on matters of entertainment and other programs Durr felt FCC ought to have a hand, but that on atheism and Communism public should decide, Commissioner doubletalked until Moderator Al Warner intervened to advise that time had run out.

FCC Lists Approved Equipment for FM

FIRST LISTING of FCC-approved FM transmitters, frequency monitors, and modulation monitors announced by Commission Friday.

Incorporated in FM Engineering Standards effective immediately, lists show manufacturer and type number of equipment and, for transmitters, rated power and type of approval.

(Final approval indicates construction details and measured performance data of completed equipment have been supplied to FCC; tentative approval means manufacturer has supplied preliminary data including guaranteed performance of equipment to be constructed or under construction.)

Lists become Sections 16, 17, and 18 of FM Standards. Other equipment to be added following approval. Following are lists, by manufacturer (in transmitter lists "F" indicates Final approval; "T", Tentative approval):

Sec. 16. Approved Transmitters

Collins Radio Co., Cedar Rapids—Type No. 731A, 250 w, rated power, F; 732A, 1 kw, F; 733A, 3kw, T; 734A, 10 kw, T.

Federal T. & R. Corp., Newark—191A, 1 kw, T; 192A, 3 kw, T; 193A, 10 kw, T; 199A, 20 kw, T; 194A, 50 kw, T.

Gates Radio Co., Quincy, Ill.—BF-250A, 250 w, F; BF-1A, 1 kw, F.

General Electric, Schenectady—BT-1-A, 250 w, F; BT-2-A, 1 kw, T; BT-3-A, 3 kw, T; BT-4-A, 10 kw, T; BT-5-A, 50 kw, T.

Harvey Radio Labs., Cambridge, Mass.—FM-500, 250 w, F.

RCA, New York—MI-7016, Exciter, F; BTF-250A, 250 w, F; BTF-1C, 1 kw, F; BTF-3B, 3 kw, T; BTF-10B, 10 kw, T.

REL, Long Island City, N. Y.—549A-DL, 250 w, T; 518A-DL, 1 kw, T.

Raytheon, Chicago—RF-250, 250 w, T; RF-1000, 1 kw, T; RF-3, 3 kw, T.

Western Electric New York—501 B1, 250 w, T; 501 B-2, 250 w, T; 503 B-1, 1 kw, T; 503 B-2, 10 kw, T; 504 B-1, 3 kw, T; 504 B-2, 3 kw, T; 506 B-1, 10 kw, T; 506 B-2, 10 kw, T; 508 B-2, 25 kw, T; 507 B-1, 50 kw, T; 507 B-2 50 kw, T.

Westinghouse, Baltimore—MO/MP, Exciter, F; FM-1, 1 kw, F; FM-3, 3 kw, T; FM-10, 10 kw, T; FM-50, 50 kw, T.

Sec. 17 Approved Frequency Monitors

Doolittle Radio Inc., Chicago—Type No. FD11.

General Electric, Schenectady—BM-1-A.

REL, Long Island City—600.

Sec. 18, on approved modulation monitors, lists same manufacturers and type numbers as approved frequency monitors (Sec. 17).

AP TRANSFERS NEWS; McCAMBRIDGE RETIRES

RETIREMENT of W. J. McCambridge as general manager of Press Assn. and transfer of radio news activities of Associated Press from subsidiary to new radio department within AP announced by Kent Cooper, AP executive director and general manager. New department headed by Oliver Gramling, former assistant general manager of PA, now assistant general manager of AP.

Press Assn. will continue to handle various salvage activities of AP, with executive personnel unchanged except for Mr. Gramling and Mr. McCambridge, who said he would "take a much needed rest" after which he expects to enter private business.

Closed Circuit

(*Continued from page 4*)

always has opposed active participation. Flat figure payment of about $5,000 annually is indicated for associate status. ABC, now outside NAB fold, probably will join as non-voting associate.

THAT predicted mortality among "loft" receiving set makers is appearing, as old-line firms operate on volume basis and stocks back up on dealer shelves. One or two equipment firms that dabbled in set production after war now starting to lose interest.

FMA attempts to "get together" with AFM Czar James Caesar Petrillo over his double charge for AM-FM broadcasts have met with rebuffs due to fact that Petrillo plans no commitments until Supreme Court decision on Lea Act is handed down. Present feeling is that agreement may be reached if ruling favors Petrillo.

WHILE NO formidable contender for upcoming expiration of Comr. Ray C. Wakefield's term on FCC has appeared, there are no signs that President Truman intends doing anything about that post forthwith. Commissioner Wakefield's term expires June 30 and Chairman Charles R. Denny has urged his reappointment. But White House appears to be scanning field, probably having in mind that Republicans will demand voice in selection.

TELEVISION and radio are primed to bring such record-breaking convention boom to Philadelphia that city fathers may offer Democrats $200,000 check similar to that given GOP. Philadelphia sits in heart of coaxial cable and could bring about 38% of national population to political ring-side.

WHILE AGENDA of International Telecommunications Conference beginning in Atlantic City May 15 is practically devoid of domestic broadcast subjects, at least one broadcasting executive will be on scene. NBC has designated F. M. (Scoop) Russell, vice president in charge of network's Washington activities, as official representative. RCA delegation will be headed by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs. High frequency allocation rules may affect television channels and final phases of conference will deal with international broadcasting allocations.

CONGRESSMEN deluged with requests from broadcasters for action on uniform time for radio to avoid annual DST changeover. Even if nothing happens at this session, proponents believe activity will condition Congress for speedy work next session.

Katherine Fox, *WLW's Director of Special Broadcast Services; Vice-President Cincinnati Radio Council; Ways and Means Chairman Zonta Club of Cincinnati; Executive Committee Y.W.C.A.; 7th District Chairman, Association of Women Broadcasters of NAB; Charter Member, Association for Education by Radio and Junior Town Meeting League of America. Director of Women's Activities for the War Finance Committee of Ohio. Ten years with The Nation's Station.*

every radio station Needs a Fox

Once upon a time there was a smart fox. She worked for a radio station. The sign on her door read, "Katherine Fox, Director of Special Broadcast Services". (It might also have added, "And the sales department gets v-e-r-y unhappy with me").

We all agree that a radio station must have advertising revenue to exist. It also must serve the best interests of its audience. Sometimes these two fundamentals cause minor crises. Because if some event, program, or service should be broadcast for the good of our listeners—it must be aired at a time when the majority will hear it. Naturally, this is just the time when the nice clients want their shows broadcast.

Obviously, then, this fox has a tough job—she's strictly in the middle. The sales department and their nice clients scream, tear their hair and beat their chests in frenzied agony — but then they both agree that she is a smart fox that knows what Special Broadcast Services mean to the vast WLW audience.

So what happens? Usually it follows the pattern pointed out by *Variety:* "... they think nothing of cancelling an hour of choice commercial time to air a public service show". (Please, *Variety* ... "think nothing"? You shoulda asked our sales department!)

The moral? Simply that every station should have a smart Fox AND a smart sales department. Happily, for us AND our listeners, we have both.

WLW *Special Broadcast Services* is a separate department requiring the full-time services of four experienced persons. Assistant to Miss Fox is Larry Neville, former FBI agent with 15 years as a writer, producer and special events director with KMOX and WLW. Eloise Coffman Brown, former teacher and director of radio education, has charge of the international division while Jean Friar handles secretarial and office details.

All policy matters in connection with the Special Broadcast Service Department are handled directly through the office of the president of the corporation.

In 1946, WLW broadcast 1,210 hours of programs in the public interest. Had this time been purchased, the cost for station time alone—figured at the greatest possible discounts and not including the cost of dramatic talent, production, music, etc.—would have amounted to $1,134,210.69.